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THE COLUMBIA BROADCASTING SYSTEM

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CBS PROGRAM BOOK · WINTER, 1945

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THE COVER: *General MacArthur, Lt. Gen. Sutherland and CBS' Far Eastern News Chief, William J. Dunn, (hatless) wade ashore at Leyte, P. I. following the first assault waves, Oct. 22, 1944. Dunn also accompanied the subsequent landings on Luzon. He is heard regularly on CBS world news roundups.*

WINTER, 1945

THE COLUMBIA PROGRAM BOOK

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THE COLUMBIA BROADCASTING SYSTEM

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February 1, 1945

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"Weeks on CBS" as of February 1, 1945

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
ADMIRAL CORPORATION *(121st Week on CBS)* **World News Today** *News*	Sunday 2:30–2:55 p.m. 62 CBS stations ORIGINATES: WABC	Admiral Radio Institutional *Cruttenden & Eger*
AMERICAN OIL COMPANY *(277th Week on CBS)* **CBS World News** *News*	Thursday 6:00–6:15 p.m. 57 CBS stations ORIGINATES: WABC	Amoco-Gas, American Ga and Services *Joseph Katz Company*
Edward R. Murrow *News*	Sunday 1:45–2:00 p.m. 61 CBS stations ORIGINATES: BBC, LONDON	
AMERICAN TOBACCO COMPANY *(456th Week on CBS)* **Your Hit Parade** Mark Warnow's Orchestra, Lawrence Tibbett, Joan Edwards, The Hit Paraders *Music*	Saturday 9:00–9:45 p.m. *Rebroadcast* *12 mid.–12:45 a.m.* 143 CBS stations ORIGINATES: WABC	Lucky Strike Cigarettes *Foote, Cone & Belding*
ANACIN COMPANY *(417th Week on CBS)* **Our Gal, Sunday** *Serial drama*	Mon. thru Fri. 12:45–1:00 p.m. 132 CBS stations ORIGINATES: WABC	Anacin *Dancer-Fitzgerald-Sample*
+Ellery Queen *Mystery drama*	Wednesday 7:30–8:00 p.m. *Rebroadcast* *12:30–1:00 a.m.* 52 CBS stations 21 CBC stations ORIGINATES: WABC	*Ruthrauff & Ryan, Inc.*
Friday on Broadway *Music*	Friday 7:30–8:00 p.m. 49 CBS stations ORIGINATES: WABC	*Dancer-Fitzgerald-Sample*
ANCHOR-HOCKING GLASS CORP. *(56th Week on CBS)* **Corliss Archer** *Dramatic series*	Thursday 9:30–10:00 p.m. 122 CBS stations ORIGINATES: KNX	Glass Products *William H. Weintraub & Co., Inc.*
ARMOUR & COMPANY *(86th Week on CBS)* **Hedda Hopper's Hollywood** *Woman's commentary*	Monday 7:15–7:30 p.m. *Rebroadcast* *11:15–11:30 p.m.* 141 CBS stations ORIGINATES: KNX	Meat & Dairy Products *Foote, Cone & Belding*

+Program or client not listed in Fall and Winter Program Book

TALENT AND PROGRAM	TIME	PRODUCT AND AGENCY
ARMSTRONG CORK COMPANY *(173rd Week on CBS)* **Armstrong's Theater of Today** *Drama*	Saturday 12 noon–12:30 p.m. 142 CBS stations ORIGINATES: WABC	Armstrong's Floor Coverings *Batten, Barton, Durstine & Osborn, Inc.*
P. BALLANTINE & SONS *(99th Week on CBS)* **The Johnny Morgan Show** *Variety*	Monday 10:30–11:00 p.m. 43 CBS stations ORIGINATES: WABC	Ballantine Beer & Ale *J. Walter Thompson Co.*
BALLARD & BALLARD CO. *(104th Week on CBS)* **Renfro Valley Folks** *Serial drama*	Wed., Thurs., Fri., Sat. 8:15–8:30 a.m. Sunday 9:15–9:45 a.m. 27 CBS stations ORIGINATES: WHAS	Ballard's Obelisk Flour *Henri, Hurst & McDonald, Inc.*
BAYER COMPANY *(487th Week on CBS)* **American Melody Hour** with Eileen Farrell, Bob Hannon, Evelyn MacGregor, Orchestra and chorus *Music*	Tuesday 7:30–8:00 p.m. 122 CBS stations ORIGINATES: WABC	Bayer Aspirin *Dancer-Fitzgerald-Sample*
Second Husband *Serial drama*	Mon. thru Fri. 11:15–11:30 a.m. 43 CBS stations ORIGINATES: WABC	
BOURJOIS, INC. *(289th Week on CBS)* **Here's To Romance** with Ray Bloch's Orchestra, Larry Douglas, and guests *Variety*	Thursday 10:30–11:00 p.m. 123 CBS stations ORIGINATES: WABC	Evening in Paris Perfumes & Cosmetics *Foote, Cone & Belding*
BOWEY'S, INC. *(296th Week on CBS)* **Stars Over Hollywood** with Art Gilmore and guest stars *Original drama*	Saturday 12:30–1:00 p.m. 50 CBS stations ORIGINATES: KNX	Dari-Rich Products *Sorensen & Company*
CAMPBELL SOUP COMPANY *(529th Week on CBS)* **The Jack Carson Show** with Freddie Martin's Orchestra *Variety*	Wednesday 8:00–8:30 p.m. *Rebroadcast 12:00–12:30 a.m.* 123 CBS stations 27 CBC stations ORIGINATES: KNX	Campbell's Soups, Baked Beans, Tomato Juice *Foote, Cone & Belding*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
CAMPBELL SOUP COMPANY *Continued* **Radio Reader's Digest** with Quentin Reynolds, Don Bryan's Orchestra, and guest stars *Drama*	Sunday 9:00–9:30 p.m. 123 CBS stations 27 CBC stations ORIGINATES: WABC	*Ward Wheelock Company*
CELANESE CORPORATION OF AMERICA *(160th Week on CBS)* **Great Moments in Music** with Jean Tennyson and guest stars *Music*	Wednesday 10:00–10:30 p.m. 137 CBS stations ORIGINATES: WABC	Celanese Products *Young & Rubicam, Inc.*
CENTAUR DIVISION, STERLING DRUG, INC. *(283rd Week on CBS)* **Big Town** *Drama*	Tuesday 8:00–8:30 p.m. *Rebroadcast 12:00–12:30 a.m.* 124 CBS stations 21 CBC stations ORIGINATES: WABC	Ironized Yeast *Pedlar & Ryan, Inc.*
CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED *(325th Week on CBS)* **Dr. Christian** with Jean Hersholt *Drama*	Wednesday 8:30–8:55 p.m. *Rebroadcast 11:30–11:55 p.m.* 142 CBS stations ORIGINATES: KNX	Vaseline Preparations *McCann-Erickson, Inc.*
CHRYSLER CORPORATION *(464th Week on CBS)* **Major Bowes' Red Cross Radio Shows**	Thursday 9:00–9:30 p.m. 137 CBS stations ORIGINATES: WABC	Institutional *Ruthrauff & Ryan, Inc.*
COLGATE-PALMOLIVE-PEET COMPANY *(472nd Week on CBS)* **Colgate Theater of Romance** *Drama*	Tuesday 8:30–8:55 p.m. *Rebroadcast 11:30–11:55 p.m.* 126 CBS stations ORIGINATES: WABC	Colgate Tooth Powder *Sherman & Marquette, Inc.*
Blondie *Comedy*	Sunday 8:00–8:30 p.m. *Rebroadcast 11:30–12:00 mid.* 141 CBS stations ORIGINATES: KNX	Super Suds *Wm. Esty & Co., Inc.*
CONTINENTAL BAKING CO., INC. *(525th Week on CBS)* **Bachelor's Children** *Serial drama*	Mon. thru Fri. 10:45–11:00 a.m. *Rebroadcast 3:45–4:00 p.m.* 47 CBS stations ORIGINATES: WBBM	Wonder Bread, Hostess Cake *Ted Bates, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
ONTINENTAL CAN CO. *4th Week on CBS)* **+Report to the Nation** *News dramatization*	Saturday 1:30–2:00 p.m. 141 CBS stations ORIGINATES: WABC	Institutional, Packaging, Plastic Products *Batten, Barton, Durstine & Osborn, Inc.*
ORN PRODUCTS REFINING CO. *434th Week on CBS)* **Stage Door Canteen** *Variety*	Friday 10:30–11:00 p.m. 54 CBS stations ORIGINATES: WABC	All Products *C. L. Miller Company*
REAM OF WHEAT CORP. *234th Week on CBS)* **Let's Pretend** *Drama*	Saturday 11:05–11:30 a.m. 123 CBS stations ORIGINATES: WABC	Cream of Wheat Cereal *Batten, Barton, Durstine & Osborn, Inc.*
RESTA BLANCA WINE CO. *94th Week on CBS)* **This Is My Best** *Drama*	Tuesday 9:30–10:00 p.m. 73 CBS stations ORIGINATES: WABC	Cresta Blanca Wines *Batten, Barton, Durstine, & Osborn, Inc.*
UDAHY PACKING COMPANY *407th Week on CBS)* **Tena & Tim** *Dramatic serial*	Mon. thru Fri. 2:45–3:00 p.m. 60 CBS stations ORIGINATES: WBBM	Old Dutch Cleanser *Grant Advertising, Inc.*
URTISS CANDY COMPANY *226th Week on CBS)* **News** with Warren Sweeney	Sat., Sun. 11:00–11:05 a.m. 139 CBS stations ORIGINATES: WABC	Candy *C. L. Miller Company*
LECTRIC COMPANIES ADVERTISING PROGRAM *73rd Week on CBS)* **The Electric Hour** with Nelson Eddy *Variety*	Sunday 4:30–5:00 p.m. 139 CBS stations ORIGINATES: KNX	Institutional *N. W. Ayer & Son, Inc.*
MERSON DRUG COMPANY *247th Week on CBS)* **Vox Pop** with Parks Johnson and Warren Hull *Interview quiz*	Monday 8:00–8:30 p.m. *Rebroadcast* *12:30–1:00 a.m.* 127 CBS stations ORIGINATES: ON TOUR	Bromo-Seltzer *McCann-Erickson, Inc.*

+Program or client not listed in Fall and Winter Program Book

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
EVERSHARP, INC. *(278th Week on CBS)*		
Take It or Leave It with Phil Baker and Ray Bloch's Orchestra *Quiz*	Sunday 10:00–10:30 p.m. 143 CBS stations ORIGINATES: WABC	Eversharp Pens and Pencils Red Top Leads *The Biow Company*
Milton Berle in +**"Let Yourself Go"** *Variety*	Wednesday 10:30–11:00 p.m. 141 CBS stations ORIGINATES: WABC	
+**FERRY-MORSE SEED CO.** *(Begins February 3rd)*		
+**Garden Talks** with Tom Williams	Saturday 9:15–9:30 a.m. 80 CBS stations ORIGINATES: WABC	Seeds *MacManus, John & Adams, Inc.*
GENERAL ELECTRIC *(152nd Week on CBS)*		
The World Today *News*	Mon. thru Fri. 6:45–6:55 p.m. 133 CBS stations ORIGINATES: WABC AND REMOTE	Electronics Division *Maxon, Inc.*
+**G. E. House Party** *Variety*	Mon. thru Fri. 4:00–4:25 p.m. 145 CBS stations ORIGINATES: KNX	Household Appliance Division *Young & Rubicam, Inc.*
GENERAL FOODS CORPORATION *(509th Week on CBS)*		
Kate Smith Hour with Kate Smith, Ted Collins, Jack Miller's Orchestra and guest stars *Variety*	Sunday 7:00–8:00 p.m. 144 CBS stations ORIGINATES: WABC	Jell-O Jell-O Puddings, Sanka *Young & Rubicam, Inc.*
Kate Smith Speaks Ted Collins with the News *Talks and news*	Mon. thru Fri. 12 noon–12:15 p.m. 117 CBS stations ORIGINATES: WABC	Calumet, Swansdown *Young & Rubicam, Inc.*
Joyce Jordan, M.D. *Serial drama*	Mon. thru Fri. 2:00–2:15 p.m. 123 CBS stations ORIGINATES: WABC	Grapenuts & Grapenuts Wheatmeal *Young & Rubicam, Inc.*
Toasties Time with Fannie Brice *Variety*	Sunday 6:30–7:00 p.m. *Rebroadcast 10:30–11:00 p.m.* 144 CBS stations ORIGINATES: KNX	Post Toasties *Benton & Bowles, Inc.*

+*Program or client not listed in Fall and Winter Program Book*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
Two On A Clue *Serial drama*	Mon. thru Fri. 2:15–2:30 p.m. 123 CBS stations ORIGINATES: WABC	LaFrance, Satina, Postum, Post's Raisin Bran *Young & Rubicam, Inc.*
The Aldrich Family *Comedy*	Friday 8:00–8:30 p.m. *Rebroadcast* *12:00 mid.–12:30 a.m.* 124 CBS stations 27 CBC stations ORIGINATES: WABC	Postum *Young & Rubicam, Inc.*
The Adventures of the Thin Man *Mystery*	Friday 8:30–8:55 p.m. *Rebroadcast* *12:30–12:55 a.m.* 126 CBS stations 27 CBC stations ORIGINATES: WABC	Maxwell House Coffee & Grapenuts & Grapenuts Flakes *Young & Rubicam, Inc.*
GENERAL MILLS, INC. *(557th Week on CBS)*		
Light of the World *Serial drama*	Mon. thru Fri. 10:15–10:30 a.m. *Rebroadcast* *11:30–11:45 a.m.* 61 CBS stations ORIGINATES: WABC	Softasilk Flour, Kix *Dancer-Fitzgerald-Sample*
Valiant Lady *Serial drama*	Mon. thru Fri. 10:00–10:15 a.m. *Rebroadcast* *11:15–11:30 a.m.* 60 CBS stations ORIGINATES: WABC	Cheeri-Oats *Dancer-Fitzgerald-Sample*
B. F. GOODRICH CO. *(98th Week on CBS)*		
Meaning of the News with Joseph C. Harsch *News*	Mon. thru Fri. 6:55–7:00 p.m. 132 CBS stations ORIGINATES: WTOP AND WABC	Rubber Goods *Batten, Barton, Durstine & Osborn, Inc.*
GULF OIL CORPORATION *(572nd Week on CBS)*		
We, the People, at War with Milo Boulton and Oscar Bradley's Orchestra *Real life experiences*	Sunday 10:30–11:00 p.m. 102 CBS stations ORIGINATES: WABC	Motor Oil and Gas *Young & Rubicam, Inc.*
THE HUDSON COAL COMPANY *(71st Week on CBS)*		
CBS News of the World *News*	Sunday 9:00–9:15 a.m. 21 CBS stations ORIGINATES: WABC	"D&H" Anthracite *The Clements Company, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
INTERNATIONAL SILVER COMPANY *(361st Week on CBS)* **Adventures of Ozzie & Harriet** *Variety*	Sunday 6:00—6:30 p.m. 144 CBS stations 21 CBC stations ORIGINATES: KNX	International Sterling and 1847 Rogers Bros. Silverplate *Young & Rubicam, Inc.*
JOHNS-MANVILLE CORPORATION *(182nd Week on CBS)* **Bill Henry** *News*	Mon. thru Fri. 8:55—9:00 p.m. 63 CBS stations ORIGINATES: WABC AND WTOP	Building Material *J. Walter Thompson Co.*
JOHNSON & JOHNSON *(199th Week on CBS)* **Edwin C. Hill** The Human Side of the News *News*	Tuesday 6:15—6:30 p.m. *Rebroadcast* *12:30–12:45 a.m.* 141 CBS stations ORIGINATES: WABC	First Aid Products *Young & Rubicam, Inc.*
KOLYNOS COMPANY *(625th Week on CBS)* **Mr. Keen, Tracer of Lost Persons** *Mystery drama*	Thursday 7:30—8:00 p.m. 50 CBS stations ORIGINATES: WABC	Kolynos Tooth Powder and Toothpaste *Dancer-Fitzgerald-Sample*
The Romance of Helen Trent *Serial drama*	Mon. thru Fri. 12:30—12:45 p.m. 133 CBS stations ORIGINATES: WABC	Kolynos and Bisodol
LADY ESTHER, LTD. *(581st Week on CBS)* **Screen Guild Players** *Drama*	Monday 10:00—10:30 p.m. 143 CBS stations ORIGINATES: KNX	Face Powder, Face Cream, Rouge, Lipstick and Nail Polish *The Biow Company*
LEVER BROTHERS COMPANY *(495th Week on CBS)* **Lux Radio Theater** Cecil B. DeMille, director, with stars of stage and screen and Lou Silvers' Orchestra *Drama*	Monday 9:00—10:00 p.m. 143 CBS stations 21 CBC stations ORIGINATES: KNX	Lux Soap & Flakes *J. Walter Thompson Co.*
The George Burns and Gracie Allen Show *Comedy—Variety*	Monday 8:30—8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 141 CBS stations ORIGINATES: KNX	Swan Soap *Young & Rubicam, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
Aunt Jenny's Real Life Stories *Dramatic sketches*	Mon. thru Fri. 11:45–12 noon 77 CBS stations 21 CBC stations ORIGINATES: WABC	Spry *Ruthrauff & Ryan, Inc.*
Big Sister *Serial drama*	Mon. thru Fri. 12:15–12:30 p.m. 141 CBS stations 21 CBC stations ORIGINATES: WABC	Rinso *Ruthrauff & Ryan, Inc.*
Bright Horizon with Richard Kollmar *Serial drama*	Mon. thru Fri. 11:30–11:45 a.m. *Rebroadcast* *3:30–3:45 p.m.* 140 CBS stations ORIGINATES: WABC	Swan Soap *Young & Rubicam, Inc.*
LEWIS-HOWE COMPANY *(138th Week on CBS)* Al Pierce in +**"Here Comes Elmer"** *Comedy show*	Saturday 10:15–10:45 p.m. 53 CBS stations ORIGINATES: KNX	Tums *Roche, Williams & Cleary, Inc.*
LIGGETT & MYERS TOBACCO COMPANY *(639th Week on CBS)* **Music That Satisfies** featuring Martin Block and Johnnie Johnston *Variety*	Tues., Wed., Thurs. 7:15–7:30 p.m. *Rebroadcast* *11:15–11:30 p.m.* 143 CBS stations ORIGINATES: WABC	Chesterfield Cigarettes *Newell-Emmett Co.*
*THOMAS J. LIPTON INC. *(67th Week on CBS)* **Inner Sanctum** *Mystery drama*	Tuesday 9:00–9:30 p.m. 141 CBS stations ORIGINATES: WABC	Lipton Tea and Continental Soup Mix *Young & Rubicam, Inc.*
P. LORILLARD COMPANY *(370th Week on CBS)* **Which Is Which?** with Richard Himber's Orchestra and guest stars *Variety-quiz*	Wednesday 9:30–10:00 p.m. 141 CBS stations ORIGINATES: KNX	Old Gold Cigarettes *Lennen & Mitchell, Inc.*
MANHATTAN SOAP CO. INC. *(206th Week on CBS)* +**The Strange Romance of Evelyn Winters** *Dramatic serial*	Mon. thru Fri. 10:30–10:45 a.m. *Rebroadcast* *5:00–5:15 p.m.* 141 CBS stations ORIGINATES: WABC	Sweetheart Soap *Duane Jones Co.*

** Program or client not listed in Fall and Winter Program Book*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
MARYLAND PHARMACEUTICAL CO. *(19th Week on CBS)* **Bob Trout** *News*	Saturday 6:55—7:00 p.m. 12 CBS stations ORIGINATES: WABC	Rem, Rel *Joseph Katz Co.*
NOXZEMA CHEMICAL CO. *(126th Week on CBS)* **Mayor of the Town** with Lionel Barrymore *Drama*	Saturday 7:00—7:30 p.m. *Rebroadcast* *10:15–10:45 p.m.* 58 CBS stations ORIGINATES: KNX	All Products *Ruthrauff & Ryan, Inc.*
PABST SALES CO. *(96th Week on CBS)* **+The Danny Kaye Show** with Harry James and his Music Makers *Comedy variety*	Saturday 8:00—8:30 p.m. 131 CBS stations ORIGINATES: KNX	Pabst Blue Ribbon Beer *Warwick & Legler, Inc.*
PACIFIC COAST BORAX CO. *(186th Week on CBS)* **Death Valley Sheriff** *Drama*	Thursday 8:30—8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 63 CBS stations ORIGINATES: WABC	20 Mule Team Borax, Boraxo, *McCann-Erickson, Inc.*
THE PARKER PEN CO. *(135th Week on CBS)* **Ned Calmer and the News**	Sat., Sun. 8:55—9:00 p.m. 141 CBS stations ORIGINATES: WABC	Pens, Pencils Quink *J. Walter Thompson Co.*
PET MILK SALES CORPORATION *(584th Week on CBS)* **Saturday Night Serenade** Bill Perry, tenor; Jessica Dragonette, soprano; Warren Sweeney, Gustave Haenschen's Orchestra and Chorus *Music*	Saturday 9:45–10:15 p.m. 70 CBS stations ORIGINATES: WABC	Irradiated Pet Milk *Gardner Advertising Company*
Mary Lee Taylor Home Economist *Talks*	Saturday 10:30—11:00 a.m. *Rebroadcast* *2:00–2:30 p.m.* 84 CBS stations ORIGINATES: KMOX	
CHARLES H. PHILLIPS CHEMICAL CO. *(376th Week on CBS)* **Amanda** *Serial drama*	Mon. thru Fri. 11:00—11:15 a.m. 43 CBS stations ORIGINATES: WABC	Phillips Tablets & Toothpaste *Dancer-Fitzgerald-Sample*

+Program or client not listed in Fall and Winter Program Book

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
PHILIP MORRIS & COMPANY, LTD. *(42nd Week on CBS)*		Philip Morris Cigarettes *The Biow Company*
Crime Doctor *Mystery drama*	Sunday 8:30–8:55 p.m. *Rebroadcast* *11:00–11:25 p.m.* 123 CBS stations ORIGINATES: WABC	
It Pays To Be Ignorant *Comedy*	Friday 9:00–9:30 p.m. *Rebroadcast* *11:30 p.m.–12 mid.* 123 CBS stations ORIGINATES: WABC	
PILLSBURY MILLS, INC. *(333rd Week on CBS)*		All Products *McCann-Erickson, Inc.*
Grand Central Station *Drama*	Saturday 1:00–1:25 p.m. 120 CBS stations ORIGINATES: WABC	
THE PROCTER & GAMBLE CO. *(535th Week on CBS)*		
The Goldbergs *Serial drama*	Mon. thru Fri. 1:45–2:00 p.m. 72 CBS stations ORIGINATES: WABC	Duz *Compton Advertising, Inc.*
†The Jack Kirkwood Show *Variety*	Mon. thru Fri. 7:00–7:15 p.m. *Rebroadcast* *11:00–11:15 p.m.* 74 CBS stations ORIGINATES: KNX	Ivory Soap Oxydol *Compton Advertising, Inc.*
Life Can Be Beautiful *Serial drama*	Mon. thru Fri. 1:00–1:15 p.m. 68 CBS stations ORIGINATES: WABC	Ivory Soap *Compton Advertising, Inc.*
Ma Perkins *Serial drama*	Mon. thru Fri. 1:15–1:30 p.m. 71 CBS stations ORIGINATES: WBBM	Oxydol *Dancer-Fitzgerald-Sample*
Bernadine Flynn *News*	Mon. thru Fri. 1:30–1:45 p.m. 42 CBS stations ORIGINATES: WBBM	Crisco *Compton Advertising, Inc.*
Perry Mason *Serial drama*	Mon. thru Fri. 2:30–2:45 p.m. 46 CBS stations ORIGINATES: WABC	Camay *Pedlar & Ryan Inc.*
†F.B.I. in Peace and War *Drama*	Saturday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 78 CBS stations ORIGINATES: WABC	Lava Soap *The Biow Co., Inc.*

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CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
PRUDENTIAL INSURANCE COMPANY OF AMERICA *(295th Week on CBS)* **Prudential Family Hour** with Patrice Munsel, Jack Smith, Robert Shafer, Reed Kennedy, Al Goodman's Orchestra, and chorus *Music*	Sunday 5:00—5:45 p.m. 124 CBS stations ORIGINATES: WABC	Insurance Services *Benton & Bowles, Inc.*
THE QUAKER OATS COMPANY *(166th Week on CBS)* **That Brewster Boy** *Comedy drama*	Friday 9:30—10:00 p.m. 124 CBS stations 21 CBC stations ORIGINATES: WBBM	Quaker Food Products *Ruthrauff & Ryan, Inc.*
R. J. REYNOLDS TOBACCO COMPANY *(612th Week on CBS)* **Moore and Durante Show** with Georgia Gibbs and Roy Bargy's Orchestra *Variety*	Friday 10:00—10:30 p.m. 133 CBS stations ORIGINATES: KNX	Camel Cigarettes Prince Albert Smoking Tobacco *William Esty & Company, Inc.*
Thanks to the Yanks with Bob Hawk *Quiz*	Monday 7:30—8:00 p.m. *Rebroadcast* *10:30–11:00 p.m.* 135 CBS stations ORIGINATES: WABC	
ROMA WINE CO., INC. *(99th Week on CBS)* **Suspense** *Mystery drama*	Thursday 8:00—8:30 p.m. *Rebroadcast* *12 mid.–12:30 a.m.* 81 CBS stations ORIGINATES: KNX	Roma Wines *The Biow Company*
+SALES BUILDERS, INC. *(4th Week on CBS)* **The Frank Sinatra Show** *Variety*	Wednesday 9:00–9:30 p.m. 141 CBS stations ORIGINATES: KNX	Max Factor Cosmetics *Smith & Drum, Inc.*
SERVEL, INC. *(108th Week on CBS)* **Billie Burke Show** *Household advice*	Saturday 11:30 a.m.—12 noon 138 CBS stations ORIGINATES: WABC	Refrigerators & Air Conditioning *Batten, Barton, Durstine & Osborn, Inc.*

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CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
SOUTHERN COTTON OIL CO. *(120th Week on CBS)* **Irene Beasley** *Songs*	Mon. thru Fri. 3:15–3:30 p.m. 55 CBS stations ORIGINATES: WABC	Wesson Oil and Snowdrift *Kenyon & Eckhardt, Inc.*
E. R. SQUIBB & SONS *(238th Week on CBS)* **To Your Good Health** Lynn Murray's Orchestra and Chorus *Music*	Mon., Wed., Fri. 6:15–6:30 p.m. 131 CBS stations ORIGINATES: WABC	Squibb Products *Batten, Barton, Durstine & Osborn, Inc.*
STANDARD BRANDS, INC. *(220th Week on CBS)* **Mary Marlin** *Serial drama*	Mon. thru Fri. 3:00–3:15 p.m. 142 CBS stations ORIGINATES: WABC	Tenderleaf Tea & Fleischmann's Yeast *J. Walter Thompson Co.*
THE TEXAS COMPANY *(373rd Week on CBS)* **Texaco Star Theater** James Melton and Al Goodman's Orchestra *Variety*	Sunday 9:30–10:00 p.m. 143 CBS stations 24 CBC stations ORIGINATES: WABC	Texaco Products *Buchanan & Co., Inc.*
UNITED STATES RUBBER CO. *(140th Week on CBS)* **New York Philharmonic Symphony** *Music*	Sunday 3:00–4:30 p.m. 121 CBS stations ORIGINATES: WABC	Institutional *Campbell-Ewald Co., Inc.*
VICK CHEMICAL COMPANY *(183rd Week on CBS)* **"The Matinee Theater"** starring Victor Jory *Drama*	Sunday 2:00–2:30 p.m. 123 CBS stations ORIGINATES: WABC	All Products *Morse International, Inc.*
J. B. WILLIAMS COMPANY *(60th Week on CBS)* **William L. Shirer** *News*	Sunday 5:45–6:00 p.m. 142 CBS stations ORIGINATES: WABC	Williams Shaving Cream *J. Walter Thompson Co.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
WM. WRIGLEY, JR., COMPANY *(658th Week on CBS)*		
America in the Air *Air Corps dramatic series*	Saturday 7:30—8:00 p.m. *Rebroadcast* *11:00–11:30 p.m.* 141 CBS stations ORIGINATES: WBBM	Chewing Gum *J. Walter Thompson Co.*
The First Line *Navy dramatic series*	Thursday 10:00—10:30 p.m. 141 CBS stations ORIGINATES: WBBM	Chewing Gum *Arthur Meyerhoff & Co.*
Service to the Front *Army dramatic series*	Tuesday 10:00—10:30 p.m. 140 CBS stations ORIGINATES: WBBM	
COLUMBIA PACIFIC NETWORK		
BEKINS VAN AND STORAGE CO. *(175th Week on CBS)* **Harry W. Flannery** *News*	Mon., Wed., Fri. 5:30—5:45 p.m. PWT ORIGINATES: KNX	Moving and Storage *Brooks Advertising Agency*
CALIFORNIA PRUNE & APRICOT GROWERS ASSOCIATION *(150th Week on CBS)* **Dave Vaile** *News*	Saturday 8:55—9:00 p.m. PWT ORIGINATES: KNX	Sunsweet Prunes and Apricots *Long Advertising Service*
CAMPANA SALES CORP. *(253rd Week on CBS)* **Don't You Believe It** *Narrative-Drama*	Saturday 9:45—10:00 p.m. PWT ORIGINATES: KNX	Solitair Cake Make-up *Wallace-Ferry-Hanly Co.*
COLONIAL DAMES, INC. *(266th Week on CBS)* **Song of the Week** *Music*	Sunday 8:25—8:30 p.m. PWT ORIGINATES: KNX	Cosmetics *Abbott Kimball Co., Inc.*
DAY & NIGHT MANUFACTURING CO. *(17th Week on CBS)* **†Dave Vaile** *News*	Monday 8:55—9:00 p.m. PWT ORIGINATES: KNX	Water Heaters & Equipment *Hixson-O'Donnell Adv. Inc.*

†Program or client not listed in Fall and Winter Program Book

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
P. DUFF & SONS, INC. *(70th Week on CBS)* **+Meet The Missus** *Participation quiz*	Mon., Wed., Fri. 2:45–3:00 p.m. PWT ORIGINATES: KNX	Ready-To-Bake Mixes *W. Earl Bothwell Advertising Agency*
"42" PRODUCTS, INC. *(35th Week on CBS)* **This Is My Story** *Drama*	Saturday 6:00–6:30 p.m. PWT ORIGINATES: KNX	Hair Oil & Other Products *Hillman-Shane-Breyer, Inc.*
GALLENKAMP STORES CO. *(40th Week on CBS)* **Tobe Reed** *Human Interest News*	Friday 9:55–10:00 p.m. PWT ORIGINATES: KNX	Shoes *Long Advertising Service*
GENERAL MILLS, INC. *(557th Week on CBS)* **Nelson Pringle** *News analysis*	Mon. thru Fri. 7:45–8:00 a.m. PWT ORIGINATES: KQW	Wheaties *Knox Reeves Advertising, Inc.*
+HUNT BROS. PACKING CO. *(45th Week on CBS)* **+I Was There** *Real life experiences*	Sunday 3:30–4:00 p.m. PWT ORIGINATES: KNX	All Products *The Biow Co.*
ANDREW JERGENS COMPANY *(28th Week on CBS)* **Tonight In Hollywood** *Drama*	Friday 8:15–8:30 p.m. PWT ORIGINATES: KNX	Jergens Lotion *Lennen & Mitchell Inc.*
+KELITE PRODUCTS, INC. *(13th Week on CBS)* **Dr. Wallace Sterling** *News analysis*	Saturday 7:45–8:00 a.m. PWT ORIGINATES: KNX	"Kenu" Chemical, Household Cleaner *Little & Co.*
MANHATTAN SOAP CO. *(206th Week on CBS)* **Bill Haworth** *News*	Mon., Wed., Fri. 7:30–7:45 a.m. PWT ORIGINATES: KNX	Sweetheart Soap *Duane Jones Co.*
+THE MENNEN CO. *(Starts February 13)* **Bill Haworth** *News*	Tues., Thurs., Sat. 7:30–7:45 a.m. PWT ORIGINATES: KNX	Mennen Shave Cream *Duane Jones Co.*

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CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
MILES CALIFORNIA COMPANY *(54th Week on CBS)* **The Story of Sandra Martin** *Mystery drama*	Mon. thru Fri. 2:15–2:30 p.m. PWT ORIGINATES: KNX	Alka Seltzer and One-A-Day Vitamins *Wade Advertising Agency*
+NATIONAL LEAD CO. *(62nd Week on CBS)* **Trading Post** *Audience participation*	Sunday 5:30–5:55 p.m. PWT ORIGINATES: KNX	Dutch Boy Paint *Erwin, Wasey & Co., Inc.*
PETER PAUL, INC. *(224th Week on CBS)* **Truman Bradley** *News*	Mon., Wed., Fri. 5:45–5:55 p.m. PWT ORIGINATES: KNX	Mounds, Ten Crown Activated Charcoal Gum, Walnettos *Brisacher, Van Norden & Staff*
PLANTERS NUT AND CHOCOLATE COMPANY *(222nd Week on CBS)* **Harry W. Flannery** *News*	Tues., Thurs., Sat. 5:30–5:45 p.m. PWT ORIGINATES: KNX	Planters Peanut Oil, Salted Peanuts *Erwin Wasey & Company*
The Adventures of Bill Lance *Mystery drama*	Sunday 9:00–9:30 p.m. PWT ORIGINATES: KNX	All Products
+SEAL-COTE CO. *(9th Week on CBS)* **+Meet The Missus** *Participation quiz*	Tues., Thurs. 2:45–3:00 p.m. PWT ORIGINATES: KNX	Seal-Cote Nail Polish Protection *Buchanan & Co., Inc.*
SIGNAL OIL COMPANY *(85th Week on CBS)* **The Whistler** *Mystery drama*	Monday 9:00–9:30 p.m. PWT ORIGINATES: KNX	All Products *Barton A. Stebbins*

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CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
COLUMBIA PACIFIC NETWORK		
SOIL OFF MANUFACTURING COMPANY *(208th Week on CBS)* **Truman Bradley** *News*	Tues., Thurs., Sat. 5:45–5:55 p.m. PWT ORIGINATES: KNX	"Soil Off" for all painted surfaces *Western Advertising Agency*
VICK CHEMICAL COMPANY *(183rd Week on CBS)* **+Dave Vaile** *News*	Tues., Wed., Thurs. 8:55–9:00 p.m. PWT ORIGINATES: KNX	All Products *Morse International, Inc.*
COLUMBIA CALIFORNIA NETWORK		
COLDSTREAM PRODUCTS CO. *(15th Week on CBS)* **Money on the Line** *Quiz*	Wednesday 7:30–8:00 p.m. PWT ORIGINATES: KNX	Sunnybank Margarine *McCann-Erickson Inc.*
GROVE LABORATORIES, INC. *(94th Week on CBS)* **Riders of the Purple Sage** *Western music*	Friday 6:15–6:30 p.m. PWT ORIGINATES: KNX	Cold Tablets and B-Complex Vitamins *Russel M. Seeds Co.*
UNION ICE CO. *(13th Week on CBS)* **+American Rhapsody** *Music*	Sunday 5:00–5:30 p.m. PWT ORIGINATES: KNX	All Products *George M. Wessells Adv. Agency*
WILSHIRE OIL COMPANY *(22nd Week on CBS)* **That's a Good Idea** *Drama*	Saturday 6:30–6:45 p.m. PWT ORIGINATES: KNX	Petroleum Products *Dan B. Miner Agency*
YELLOW CAB CO. *(43rd Week on CBS)* **The Story Teller** *Narration*	Saturday 7:45–8:00 p.m. PWT ORIGINATES: KQW	Cab Service *Rhoades & Davis*

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CBS SUSTAINING PROGRAMS

are chosen because they are *timely*, *exciting* and *balanced*. These three standards of selection produce a diverse, flexible program schedule, carefully designed to win and retain the interest of millions of listeners. To maintain its flexibility—to continue to present the most highly contemporary and most stimulating sustaining programs on the air—Columbia finds it necessary from time to time to alter some details in its schedule. These day-to-day and even hour-to-hour changes are reported, when possible, in local newspaper radio listings.

For your convenience, the Columbia sustaining programs listed on the following pages are grouped in these classifications:

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WAR PROGRAMS . . . . . *Page 22*

SERIOUS MUSIC . . . . . *Page 24*

LIGHT MUSIC . . . . . *Page 25*

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LIGHT ENTERTAINMENT . . . . . *Page 28*

EDUCATIONAL PROGRAMS . . . . . *Page 29*

RELIGIOUS BROADCASTS . . . . . *Page 30*

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SPECIAL BROADCASTS: FALL AND WINTER . . . . . *Page 32*

CBS TELEVISION . . . . . *Page 35*

News Broadcasts
8:00–8:15 a.m.
11:00–11:10 p.m.
MONDAY THRU SATURDAY
9:00–9:15 a.m.
SUNDAY THRU SATURDAY
4:25–4:30 p.m.
MONDAY THRU FRIDAY

Columbia's air reporters—at the fighting fronts, in foreign capitals, in New York and in Washington—cover the war in a regular news pattern, so dovetailed with sponsored news programs as to afford frequent reports throughout the day.

News Summaries
1:00 a.m.
SUNDAY THRU SATURDAY
6:00–6:15 p.m.
EACH SATURDAY

World Today
6:45–6:55 p.m.
EACH SATURDAY

Edward R. Murrow, Larry Lesueur, Bill Downs, Charles Shaw, Richard Hottelet, Bill Shadell, Eric Sevareid, Howard K. Smith report from London and Western Europe; Charles Collingwood from Paris; Winston Burdett and Farnsworth Fowle from the Mediterranean; George Moorad from Moscow; William J. Dunn and John Adams from the Philippines; Webley Edwards, Tim Leimert, Gene Rider, Don Pryor from Honolulu and Central Pacific; Glen Akins from Chungking; Hugh Jenks from Buenos Aires; Quincy Howe, Bob Trout, Major George Fielding Eliot, William L. Shirer, Ned Calmer, Everett Holles, Doug Edwards, and Allan Jackson from New York; Bill Henry, John Daly, William Costello, Tris Coffin, Joseph C. Harsch from Washington.

News Analyses
11:10–11:15 p.m.
SUNDAY THRU SATURDAY

William L. Shirer
Bob Trout
Major George Fielding Eliot
Quincy Howe
Everett Holles
Bill Henry
(See also sponsored news programs)

Report from Washington
4:00–4:15 p.m.
EACH SATURDAY

From Columbia's news bureau in Washington, one of Columbia's ace reporters will present an informal weekly summary of diplomatic, political and legislative trends.

PROGRAM AND TIME	DESCRIPTION
Report from Overseas 4:15–4:30 p.m. EACH SATURDAY	A weekly radio column in which CBS' foreign correspondents report the latest news and activities of the armed forces in the various war theatres.
WAR PROGRAMS	
Feature Story 4:30–4:45 p.m. MONDAY THRU FRIDAY	Members of CBS' world-wide staff of news correspondents bring to the microphone the many human interest stories that lie under the surface of the latest military and political events and usually miss being told.
Trans-Atlantic Call: People to People 12:30–1:00 p.m. EACH SUNDAY	On alternate Sundays the British Broadcasting Corporation and the Columbia Broadcasting System shake hands across the ocean. In this half hour program, British and American audiences are presented with a picture of the national characteristics and attitudes of the two countries. The audiences of the two nations learn the reasons for the apparent differences between them, at the same time realizing the basic similarity in their attitudes and behavior.
Calling Pan-America 6:15–6:45 p.m. EACH THURSDAY	CBS draws the Americas closer together with this weekly program shortwaved from Latin-American capitals. The series "calls" a different nation to the microphone each Saturday, and presents a vivid radio picture of its life, culture and music.
Youth On Parade 10:00–10:30 a.m. EACH SATURDAY	A fast-paced musical variety show by and for the youth of America. Each week the Junior Workshop players dramatize a scene in the life of a great American. The climax of every program is the presentation of the Youth-On-Parade War-Service Award to a boy, girl, or youth group.

PROGRAM AND TIME	DESCRIPTION
We Deliver the Goods 12:30–1:00 a.m. EACH SUNDAY	This program features the 23-piece Maritime Service Band at Catalina Island, led by Lieutenant Curt Roberts, together with dramatizations of the heroic deeds of United States merchant seamen.
Service Time 5:00–5:30 p.m. MONDAY THRU FRIDAY	Presented in cooperation with the fighting forces, this program devotes itself to the branches of the armed service, spotlighting the activities of a different branch each day. Various service bands and glee clubs are featured, and high ranking officials make personal appearances. There are also interviews with personnel returned from combat zones. MONDAY—Waves on Parade TUESDAY—It's Maritime WEDNESDAY—Waes on Parade THURSDAY—Marines in the Making FRIDAY—First in The Air
Job For Tomorrow 3:45–4:00 p.m. EACH SATURDAY	In collaboration with the C.I.O. CBS presents a series of dramatic programs dealing with the basic American industries and their place in the postwar world. The series is intended to picture the opportunities and occupations which veterans will find upon their return to civilian life.
The Land Is Bright 3:00–3:30 p.m. EACH SATURDAY	An enlightening almanac of life in America, this series depicts the particular flavor of our national habits and institutions. Each week the theme reflects the bright note in the American scene, and contrasts it with conditions in other parts of the world.

	PROGRAM AND TIME	DESCRIPTION
WAR PROGRAMS *Continued*	**Assignment Home** 4:30–5:00 p.m. EACH SATURDAY	In collaboration with the Army Service Forces, CBS continues its series of weekly dramatic programs dealing with veteran rehabilitation problems. High ranking Army officials participate in the show which is designed to illustrate and explore the complex situations involved in readjusting the veteran to normal life.
SERIOUS MUSIC	**The Philadelphia Orchestra** 5:00–6:00 p.m. EACH SATURDAY	One of the world's greatest symphonic groups, the Philadelphia Orchestra, continues its brilliant series for the 1944-1945 season. Eugene Ormandy will direct these concerts. Eminent soloists who will appear include the pianists Artur Rubinstein, Rudolf Serkin, Rudolf Firkusny and the cellist Gregor Piatigorsky.
	Invitation to Music 11:30–12:00 midnight EACH WEDNESDAY	Distinguished soloists with the Columbia Symphony Orchestra give new emphasis to the comparatively unfamiliar but nevertheless important works of the great composers. Guest artists will include Maria Kurenko, soprano, George Sandor, pianist, Emanuel Vardi, violist, and Louis Kaufman, violinist.
	E. Power Biggs, Organist 9:15–9:45 a.m. EACH SUNDAY	Playing in the Germanic Museum at Harvard University, this noted musician broadcasts the world's finest organ music. In a special series of concerts to be given in joint sponsorship with Mrs. Elizabeth Sprague Coolidge, these programs include classic as well as contemporary works written for the organ.
	Salt Lake Tabernacle Choir and Organ 12 noon–12:30 p.m. EACH SUNDAY	This is the oldest consecutively presented public-service series in radio, having celebrated its 785th network broadcast on July 30, 1944. The Tabernacle Choir is conducted by J. Spencer Cornwall and Richard P. Condie, assistant. Organists are Alexander Schreiner, Dr. Frank Asper and Wade N. Stephens.

PROGRAM AND TIME	DESCRIPTION	
New Voices in Song 9:45–10:00 a.m. EACH SUNDAY	These programs are designed to offer broadcast opportunities to young American singers whom CBS feels have exceptional promise. The singers are selected from the many young aspirants auditioned by the Columbia Broadcasting System.	**SERIOUS MUSIC**
Vera Brodsky 11:15–11:30 p.m. EACH SUNDAY	CBS' noted pianist plays the music of the romantic composers of the later 19th and early 20th century.	
Sally Moore and the Columbia Concert Orchestra 6:30–6:45 p.m. MONDAY AND FRIDAY	The young, American contralto, CBS' most recent discovery, presents distinctive song recitals of semi-classical music accompanied by the Columbia Concert Orchestra.	
Encore Appearance 6:30–6:45 p.m. EACH WEDNESDAY	The program offers further opportunity to the new singers who have given outstanding performances on CBS' "*New Voices in Song.*" They are accompanied by the Columbia Concert Orchestra.	
Dance Orchestras VARIOUS HOURS	Every night—and often during the day—Columbia broadcasts the music of the ranking dance orchestras from all over the country. Throughout the week, CBS audiences can hear:	**LIGHT MUSIC**

HARRY JAMES	CHARLIE SPIVAK
JIMMY DORSEY	TOMMY DORSEY
SHEP FIELDS	DUKE ELLINGTON
FRANKIE MASTERS	HAL McINTYRE
VAUGHN MONROE	GLEN GRAY
ABE LYMAN	SAMMY KAYE
COUNT BASIE	JAN GARBER
JERRY WALD	TONY PASTOR
JOHNNY LONG	FRANKIE CARLE
LEE CASTLE	GEORGE AULD
GEORGE OLSEN	BOYD RAYBURN
LES BROWN	DEAN HUDSON
GENE KRUPA	HENRY BUSSE
LOUIS PRIMA	

PROGRAM AND TIME	DESCRIPTION
Sing Along Club 3:30–4:00 p.m. MONDAY THRU FRIDAY	The Landt Trio offers its listeners a light-hearted, fast-paced program inviting them to join in singing their favorite songs. Add the daily musical quiz and the unique style of Carol Ames' voice for a half hour of delightful entertainment.
Syncopation Piece 3:30–3:45 p.m. EACH SATURDAY	From Chicago, Ben Feld's Orchestra plays the latest tunes while vocalists Don Reynolds and Virginia Woods contribute their share of style and variety.
Milt Herth Trio 4:30–4:45 p.m. MONDAY THRU FRIDAY	This unusual trio composed of Milt Herth at the organ, Sonny Weldon at the piano, and Ernie Wright at the drums brings to radio a unique instrumental treatment of popular music from one of New York's famous night-spots.
Mildred Bailey and Company 11:30–12:00 midnight EACH FRIDAY	A gay, rollicking musical show starring Mildred Bailey, "The Ol' Rockin' Chair Lady," as mistress of ceremonies. On alternate weeks Miss Bailey introduces famous guest stars and talented but "unknown" performers. The orchestra is conducted by Paul Baron.
Danny O'Neill 11:15–11:30 p.m. MONDAY THRU FRIDAY	The popular tenor, formerly with the Bluejacket Choir sings the top tunes of the day as well as old favorites and romantic ballads accompanied by Ruby Newman's orchestra.
Bluejacket Choir 11:05–11:30 p.m. EACH SUNDAY	The Great Lakes Naval Training Station choir of singing sailors offer selections of hymns, anthems, and ballads, followed by the Navy Negro Octet in selections of noted spirituals.
Petrillo, Janette and McCormick 12:05–12:30 a.m. EACH WEDNESDAY	Franklin McCormick, host, and Janette, feminine vocalist, join Cesar Petrillo's Orchestra to give CBS audiences a midnight program of mellow musical entertainment. This trio broadcasts each week from Station WBBM, Chicago.

PROGRAM AND TIME	DESCRIPTION
Listen to Lawrence 12:05–12:30 a.m. EACH THURSDAY	Elliott Lawrence, conductor-arranger-pianist, presents his unique modern arrangements of well-known classical music after first performing the pieces in their original form. Baritone Jack Hunter and The Three Dears Trio add charm to this late evening musical show.
Music from the West 12:05–12:30 a.m. EACH MONDAY	From Salt Lake City comes a program with a distinctive regional flavor highlighting musical selections characteristic of various sections of the West by outstanding American composers. Vocal settings are offered by Annette Dinwoodey to the music of Foster Cope and his orchestra.
Carolina Hayride 12:30–3:00 p.m. EACH SATURDAY	A program of Southern folk music ranging from hymns to hillbilly songs originates at WBT, CBS in Charlotte, N.C. Each week guest-groups of well-known folk music specialists are invited to take part in the broadcast.
Buffalo Presents 12:05–12:30 a.m. EACH TUESDAY	A musical variety show starring the popular trio "Three Treys" vocalists Jan Martel and Elvera with Dave Cheskin's orchestra.
Toronto Calling 12:05–12:30 a.m. EACH FRIDAY	From across the border comes a variety program featuring Willy Armour's orchestra, the Four Canucks quartet and a well-known Canadian guest star.
Viva America! 11:30-12:00 midnight EACH THURSDAY	An entertaining musical review broadcast simultaneously in U.S., Latin America, and throughout other parts of the world, highlights the colorful and authentic rhythms of all the Americas. Vera Holly, North American song stylist and various Pan-American artists add their talent to a colorful "good neighbor show."
Terry Allen and The Ross Sisters 5:30–5:45 p.m. MONDAY THRU FRIDAY	The romantic baritone singing popular ballads assisted by The Ross Sisters who keep the program in the groove with their solid sending of hep tunes and jive talk. Archie Bleyer conducts the CBS dance orchestra.

	PROGRAM AND TIME	DESCRIPTION
DRAMATIC SERIES	**Casey—Press Photographer** 11:30–12:00 midnight EACH TUESDAY	This weekly adventure of a typical newspaper photographer and a girl reporter tracking down crime in a big city is packed with sophisticated humor and excitement. Casey is a complete crime story with all the trimmings.
	This Life is Mine 9:45–10:00 a.m. MONDAY THRU FRIDAY	A gay, urbane, romantic serial with the swift contrast of comedy against emotional crises distinguishes this show. The inventive plot concerns the romance of a small town school teacher married to a young aviator. A variety of ingenious situations create a story that is firm and fast-paced.
	The High Places 3:15–3:30 p.m. MONDAY THRU FRIDAY	Rated highly by astute radio critics, this penetrating story of commuter life shows the striking contrasts in the activities of a group of people who spend their days in New York and their nights in a small Connecticut town.
	Wilderness Road 5:45–6:00 p.m. MONDAY THRU FRIDAY	A dramatic serial of a pioneering American family that went through the hazardous Cumberland Gap in 1783 with Daniel Boone as their guide. The story recreates that adventure-filled period in American history when every frontier presented a challenge to the New World settlers.
LIGHT ENTERTAINMENT	**"On Your Mark"—Ted Husing** 6:30–6:45 p.m. EACH TUESDAY	A weekly series in which Ted Husing, ace CBS sportscaster, reports on sporting events, special sports features, and interviews with outstanding sportsmen, athletes in military service, trainers, and sports writers.
	Track Meets 11:15–11:30 p.m. EACH SATURDAY	From arenas in Boston, Chicago, Cleveland, and New York, Ted Husing describes the season's indoor collegiate and amateur track meets, including the IC4A and the Senior National A.A.U. championships.

PROGRAM AND TIME	DESCRIPTION	
Behind the Scenes at CBS 0:45–11:00 p.m. EACH TUESDAY	This program spotlights the colorful personalities of radio's star performers and recounts the drama, excitement and techniques of CBS broadcasting activities.	LIGHT ENTERTAINMENT
CBS ADULT EDUCATION BOARD	CBS Educational Programs are presented by Columbia's Department of Education with the counsel of the CBS Adult Education Board, whose members are: LYMAN BRYSON, chairman STRINGFELLOW BARR WILLIAM BENTON HARRY WOODBURN CHASE ROBERT I. GANNON, S.J. ALVIN S. JOHNSON HENRY R. LUCE SPENCER MILLER, JR. RUTH BRYAN ROHDE THOMAS V. SMITH RAY LYMAN WILBUR JOSEPH H. WILLITS	EDUCATIONAL PROGRAMS
The American School of the Air 9:15–9:45 a.m. REBROADCAST 3:30–4:00 p.m. MONDAY THRU FRIDAY	This unique contribution to popular education now in its 16th year has an increasing audience at home and on the fighting fronts. The fascination of travel, the excitement of science, the delight of music and story telling, and the significance of political and economic problems are portrayed in colorful and compelling terms. MONDAY—"Science Frontiers" TUESDAY—"Gateways to Music" WEDNESDAY—"New Horizons" THURSDAY—"Tales from Far and Near" FRIDAY—"This Living World"	
Invitation to Learning 11:30–12 noon EACH SUNDAY	Distinguished scholars, authors, and critics meet informally on this series to discuss the outstanding classics of literature. The winter schedule includes a new series of 30 great books to bring the total number discussed on the program to 254.	
The People's Platform 6:15–6:45 p.m. EACH SATURDAY	The vital issues of today and the postwar world are analyzed weekly on this program, one of radio's most interesting forums. Four eminent guests and Lyman Bryson, CBS Director of Education, who acts as moderator gather informally for these sessions.	

	PROGRAM AND TIME	DESCRIPTION
EDUCATIONAL PROGRAMS *Continued*	**CBS Presents Olin Downes** 2:55–3:00 p.m. EACH SUNDAY	America's foremost music critic discusses newsworthy musical events, programs and personalities as a preface to the New York Philharmonic Symphony broadcasts.
	Of Men and Books 2:00–2:15 p.m. EACH SATURDAY	On this popular series now in its seventh year on CBS, John Mason Brown, associate editor and drama critic of the Saturday Review of Literature, discusses the latest books and interviews their authors.
	Columbia's Country Journal 9:30–10:00 a.m. EACH SATURDAY	The farmer's role in war time, his "food for victory" campaign, and his daily problems form the weekly theme of Charles ("Chuck") Worcester's "radio farm magazine." Originating in Washington for national farm news, it frequently switches to various farm regions of the country highlighting local problems. Occasional reports from abroad and native folk music are regular features.
	Adventures in Science 2:15–2:30 p.m. EACH SATURDAY	Watson Davis, Director of Science Service, brings to the microphone prominent guest scientists who explain recent discoveries in industry and medicine and the startling scientific progress made since our entrance into the war.
RELIGIOUS BROADCASTS	**Church of the Air** 10:00–10:30 a.m. 1:00–1:30 p.m. EACH SUNDAY	In its thirteenth consecutive year, the pulpit of Columbia's *Church of the Air* continues to be impartially available, twice each Sunday, to America's religious faiths. During the past year many of the services have originated at Army camps and Navy bases, with Chaplains of the uniformed forces officiating.
	Wings Over Jordan 10:30–11:00 a.m. EACH SUNDAY	The renowned thirty-voice Wings Over Jordan Choir sing spirituals and gospel songs. Rev. Glynn T. Settle also conducts the responsive bible reading and delivers a brief inspirational talk.

News, News Features and Entertainment Beamed to The Network of the Americas

In: SPANISH
PORTUGUESE

From 11:45 a.m. till 2:00 a.m. the following morning Columbia programs are beamed to all Latin America in both Spanish and Portuguese. News, cultural and sports features are emphasized on these CBS broadcasts; elaborate musical and dramatic programs round out the entertainment schedule. Many of these programs are rebroadcast locally on standard wave by Columbia's 109 affiliated stations in Latin America.

SPECIAL CBS SHORTWAVE BROADCASTS TO LATIN AMERICA

CBS transmits on
WCBX, New York
WCRC, New York
WCBN, New York

News, News Features and Entertainment Beamed Overseas

In: ENGLISH
FRENCH
ITALIAN
GERMAN
POLISH
SERBO-CROATIAN
DUTCH
CZECH

News in eight languages—plus more than 2¾ hours of entertainment for American Troops abroad is directed seven days a week to Europe, Africa, the Near East and Asia by the CBS Short Wave Department. On December 31st, 1943—CBS began operating two new 50,000 watt transmitters to Europe—WOOC—WOOW—making five transmitters beaming programs east with one transmitter loaned for special code transmissions. On May 1st, 1944—CBS put into service still another 50,000 watt transmitter WCBN to both Europe and Latin America. 20 programs daily are now being re-transmitted by Radio Algiers. Other programs carried by CBS transmitters are also rebroadcast by *Radio Luxembourg, Radio Bari, Radio Rome, Radio Naples, Radio Palermo* and *Radio Florence.*

SPECIAL CBS SHORTWAVE BROADCASTS TO EUROPE AND THE EAST

CBS transmits on
WCBX, New York
WCRC, New York
WCDA, New York
WOOC, New York
WOOW, New York
WCBN, New York

SPECIAL BROADCASTS: FALL & WINTER

This is a partial list of special CBS broadcasts (mostly exclusive), of two general categories, not included in the previous issue.

1. The specific sustaining broadcasts of notable public significance.

2. Programs arranged by the CBS Talks Department.

These broadcasts are scheduled on a week to week, day to day, and even, on occasion, hour to hour basis. This flexibility helps to sharpen the broadcasts from the point of view of public service and timeliness.

NOTABLE BROADCASTS:

DECEMBER 7: "CBS War Bond Day", during which 58 programs between 8 a.m. and midnight EWT carried the urgent message to buy bonds. The voices of servicemen throughout the world were brought in, all emphasizing the theme "I carried the job to here—Finish the Job". Lawrence Tibbett introduced a new song called "What Did *You* Do Today?" written by Lt. Dean Chatlain in a ditch after being wounded in a tank battle in North Africa. Tibbett interviewed Capt. Maurice Britt, the only winner besides MacArthur of the three most coveted war medals. Walt Disney produced a special bond program slanted toward the children, and WCBW, the CBS television station, dramatized a television variety all-star bond program *V I For Victory*.

DECEMBER 18: In the 9:00 a.m. news summary CBS brought in Richard C. Hottelet, its correspondent on the Western Front. He reported the first news of the German counterattack preceding any other news medium by four hours.

DECEMBER 25: CBS opened the first hour of Christmas day with its famous carol program. Sally Moore and the Collegiate Chorale supported by the Columbia Concert Orchestra sang rare and familiar Christmas music: 12:00-1:00 a.m. That afternoon a special program *Christmas Overseas* brought in the voices of American soldiers on the Western front, in the Philippines and in Italy, punctuated by the bells of Westminster Cathedral, Notre Dame and St. Peter's: 1:30-2:00 p.m.

JANUARY 3: Heitor Villa-Lobos, Brazil's most eminent composer, conducted two North American premieres of his works on *Invitation to Music*. On January 3 the program consisted of an impressionistic piece, "New York Skyline" and the 3rd suite of "Discovery of Brazil". This was followed on January 10 by a group of songs and a symphonic poem called "Amazonas": 11:30-12:00 midnight.

TALKS:

OCTOBER 17: In connection with the annual Forum on Current Problems under the auspices of the New York Herald Tribune, Air Trainee HARRIS L. WOFFORD, JR., Army Air Forces, expressed his opinions on "Leadership in International Action": 4:00-4:15 p.m.

OCTOBER 21: J. RAYMOND WALSH, Director of Research, C.I.O.-Political Action Committee, spoke on "Full Peace Time Employment": 10:45-11:00 p.m.

OCTOBER 22: "Rescuing Refugees Through Turkey" was the subject of a talk by IRA A. HIRSCHMANN, recent Special Attaché of the American Embassy in Turkey: 1:30-1:45 p.m.

OCTOBER 29: Former Greek Minister of Information, ANDRE MICHALOPOULOS, commemorated the occasion of Greek Independence Day: 1:30-1:45 p.m.

OCTOBER 31: From Boston, Massachusetts, DR. SUMNER H. SLICHTER, Lamont university professor, Harvard University, discussed the problems of "The Postwar Outlook for Business and Labor": 10:30-10:45 p.m.

NOVEMBER 9: HERBERT H. LEHMAN, Director-General, United Nations Relief and Rehabilitation Administration, reported on "UNRRA Aid to War Victims": 7:15-7:30 p.m.

NOVEMBER 12: In connection with National Hi-Y week, CHARLES P. TAFT, Director, Office of Wartime Economics, State Department, and member of the Committee on Postwar Programs of the State Department, broadcast from Washington, D.C. on the subject of "Larger Living in a Smaller World": 1:30-1:45 p.m.

NOVEMBER 13: Under the auspices of the Committee for Refugee Education, MRS. FRANKLIN D. ROOSEVELT made an address on "Refugee Education": 11:15-11:20 p.m.

NOVEMBER 14: DR. DEAN A. CLARK, Chief Medical Officer, Office of Vocational Rehabilitation, dealt with the matter of "The Hospital and Rehabilitation": 10:30-10:45 p.m.

NOVEMBER 15: "Wayside Healing in India" was discussed from Columbus, Ohio by DR. IDA S. SCUDDER, founder and principal emeritus of the Missionary Medical College for Women in Vellore, India: 5:30-5:45 p.m.

NOVEMBER 16: A broadcast commemorating the 11th anniversary of the establishment of diplomatic relations between the U.S.A. and the U.S.S.R. EDWARD R. STETTINIUS, Acting Secretary of State, EARL OF HALIFAX, British Ambassador, ANDREI A. GROMYKO, Russian Ambassador, and JOSEPH E. DAVIES, former U.S. Ambassador to Russia participated: 8:30-8:55 p.m.

NOVEMBER 18: Legal adviser of the Jewish Agency for Palestine, DR. BERNARD JOSEPH, discussed "Palestine at the Crossroads": 10:45-11:00 p.m.

NOVEMBER 19: CHARLES E. WILSON, President of General Electric, and RABBI HERBERT S. GOLDSTEIN, President American Council of Synagogues, spoke in connection with the "United Church Canvass": 1:30-1:45 p.m.

NOVEMBER 20: "Social Security in the Postwar Period" was the point of issue of a broadcast by THE RIGHT REVEREND MONSIGNOR JOHN O'GRADY: 6:30-6:45 p.m.

NOVEMBER 21: From Washington, SENATOR ARTHUR H. VANDENBERG, presented an analysis of "Why the Social Security Tax should not be increased": 10:30-10:45 p.m.

NOVEMBER 25: LESSING H. ROSENWALD, President, American Council for Judaism, Inc., stated his opinions about "The Status of Jews in the Postwar World": 10:45-11:00 p.m.

NOVEMBER 26: "An Australian Looks at the Pacific" was the topic of the talk by SIR FREDERICK EGGLESTON, Australian Minister to the United States: 1:30-1:45 p.m.

DECEMBER 2: New Zealand Minister to Washington, CARL A. BERENDSEN, analyzed the prob-

lem facing "New Zealand and the Postwar World": 10:45-11:00 p.m.

DECEMBER 5: SENATOR ROBERT F. WAGNER, in replying to the position taken by Senator Vandenberg on November 21, offered his views on "Social Security Taxes": 10:30-10:45 p.m.

DECEMBER 6: W. P. WITHEROW, Chairman, Executive Committee, N. A. M., spoke on "Industry Will Finish The Job": 11:15-11:30 p.m.

DECEMBER 9: From Ottawa, Ontario, PERCY J. PHILIP, Ottawa correspondent for the New York Times, helped to clarify "Canada's Conscription Controversy": 10:45-11:00 p.m.

DECEMBER 10: "The British War Effort" was summarized by L. W. BROCKINGTON, K. C.: 1:30-1:45 p.m.

DECEMBER 11: Director of Medical Sciences of the Rockefeller Foundation, DR. ALAN GREGG, addressed the meeting of the American Pharmaceutical Manufacturers Assn. on the "Essential Need of Fundamental Research in Medical Sciences for Social Progress": 4:45-5:00 p.m.

DECEMBER 12: From Washington, REPRESENTATIVE ESTES KEFAUVER talked about "Congress and Treaty Ratifications": 10:30-10:45 p.m.

DECEMBER 13: "Dumbarton Oaks Plan for World Peace and Security" was the subject of a broadcast by Under-Secretary of State, JOSEPH C. GREW: 2:00-2:30 p.m.

DECEMBER 15: KENT COOPER, Executive Director, The Associated Press, in commemoration of the 153rd anniversary of the Bill of Rights, argued for "Freedom of the Press": 11:15-11:30 p.m.

DECEMBER 16: DR. JAMES T. SHOTWELL, Director Division of Economics and History, Carnegie Endowment for International Peace, outlined the job of "Labor and the Postwar World": 10:45-11:00 p.m.

DECEMBER 19: From Washington, D. C. SENATOR EDWARD V. ROBERTSON spoke on "War and Peacetime Leadership": 10:30-10:45 p.m.

DECEMBER 21: In connection with the 100th anniversary of the founding of the first cooperative at Rochdale, England, in 1844, SENATOR GEORGE D. AIKEN presented the "Challenge of the Second Century of Cooperatives": 11:15-11:30 p.m.

DECEMBER 24: "Personalized Rehabilitation for Veterans" was the topic broadcast by JEAN A. BRUNNER, National Commander, Veterans of Foreign Wars: 1:30-1:45 p.m.

DECEMBER 30: PERCY SPENDER, Member of the Australian House of Representatives, reported on how "An Australian Looks at the Pacific Peace": 10:45-11:00 p.m.

DECEMBER 31: From Rome, Italy, MYRON C. TAYLOR, President Roosevelt's personal representative to the Holy See, and IVANOE BONOMI, Prime Minister of the Italian Government, gave their accounts of the "Administration and Distribution of Relief in Italy": 11:30-12:00 noon.

JANUARY 6: ALEXANDER H. UHL, Foreign Editor of PM and Foreign Correspondent, described "What is Going on in the Liberated Territories of Europe": 10:45-11:00 p.m.

JANUARY 7: "Burma-India-China Campaign" was the subject of the speech by BRIGADIER GEN. J. IRWIN, Chief of Staff of the 14th Army in India: 1:30-1:45 p.m.

JANUARY 14: As President of the National Foundation for Infantile Paralysis, BASIL O'CONNOR launched the 1945 March of Dimes Campaign with an address entitled "Infantile Paralysis Fights For You": 1:30-1:45 p.m.

CBS TELEVISION

Since May 5, 1944, CBS' Television Station, WCBW-NY has televised twice weekly on Thursdays and Fridays a two-hour live-talent program, between 8 and 10 p.m. These programs have been developed on an experimental and sustaining basis, and recently have followed a basic pattern, consisting of the following elements:

News and News Analysis—a 15-minute period during which Everett Holles, CBS Assistant Director of News Broadcasts reports and analyzes the news against a background of visual devices including maps, animations, photographs and other visualizations.

Opinions on Trial, a 30-minute period devoted to the dramatized discussion of controversial issues, presented as a courtroom scene with Judge, Counsel and Opposing Witnesses. The television home audience constitutes the jury and are asked to mail in their verdict.

Documentary Film. The second hour opens each night with a telecast of documentary or other films.

The Missus Goes A-Shopping. The successful CBS audience-participation program emceed by John Reed King, adapted for television. 30 minutes.

Will You Remember? The popular radio vocalist Miss Vera Massey in a 15-minute song-soliloquy.

At Home. A half-hour musical-variety program set in the informal background of a living room and containing interludes of songs and dancing.

This pattern is supplemented each week with experiments in adapting various types of radio programs to television, with special events dictated by the news of the day, and with dramatic and educational features.

CBS PROGRAM BOOK SUPPLEMENT • MARCH 1, 1945

NEW CBS PACIFIC NETWORK PROGRAMS

COLONIAL DAMES, INC. *(270th Week on CBS)* **Meet the Missus** *Participation quiz*	Tuesday 2:45–3:00 p.m. PWT ORIGINATES: KNX	Cosmetics *Abbott Kimball Co., Inc.*
L B LABORATORIES INC. *(Starts March 1st)* **Meet the Missus** *Participation quiz*	Thursday 2:45–3:00 p.m. PWT ORIGINATES: KNX	L B Hair Oil *Glasser, Gailey & Co.*
O'CEDAR CORP. *(64th Week on CBS)* **Meet the Missus** *Participation quiz*	Mon., Wed. 2:30–2:45 p.m. PWT ORIGINATES: KNX	All Products *Aubrey, Moore & Wallace, Inc.*

MONTHLY CORRECTIONS - CBS SPONSORED PROGRAMS

Page 4	**AMERICAN OIL COMPANY**	Change origination of "Edward R. Murrow" to WABC.
Page 6	**CHRYSLER CORPORATION**	Correct program listing to "Major Bowes' Shower of Stars."
Page 7	**CRESTA BLANCA WINE CO.**	Change origination to KNX.
Page 12	**MARYLAND PHARMACEUTICAL CO.**	Cancel program after March 17.
Page 14	**THE QUAKER OATS COMPANY**	Correct program listing after March 9th to "Those Websters."
Page 14	**SERVEL, INC.**	Change origination to KNX.

CBS PROGRAM BOOK SUPPLEMENT • APRIL 1, 1945

NEW CBS SPONSORED PROGRAMS

PRINCE MATCHABELLI PERFUMERY, INC. **(Vick Chemical Co.)** *(begins April 15th)* **Stradivari Orchestra** *with Paul Lavalle* *Music*	Sunday 2:00–2:30 p.m. 123 CBS stations ORIGINATES: WABC	Cosmetics *Morse International, Inc.*
THE PROCTER & GAMBLE CO. *(543rd Week on CBS)* **Rosemary** *Serial drama*	Mon. thru Fri. 2:15–2:30 p.m. 75 CBS stations ORIGINATES: WABC	P. & G. White Laundry Soap Ivory Flakes *Benton & Bowles, Inc.*

MONTHLY CORRECTIONS • CPU SPONSORED PROGRAMS

Page 4	**AMERICAN OIL COMPANY**	Change origination of "Edward R. Murrow" to BBC, London.
Page 4	**AMERICAN TOBACCO COMPANY**	Cancel the rebroadcast.
Page 4	**ANCHOR-HOCKING GLASS CORP.**	Change product listing to Anchorglass & Fire-King Ovenglass products.
Page 5	**P. BALLANTINE & SONS**	Change program title to "The Ballantine Show".
Page 5	**BAYER COMPANY**	List products for "Second Husband" as Bayer Aspirin and Dr. Lyon's Tooth Powder.
Page 8	**GENERAL FOODS CORP.**	Cancel "Joyce Jordan" series.
Page 9	**GENERAL FOODS CORP.**	Change time of "Two On A Clue" to 2:00–2:15 p.m.
Page 12	**PET MILK SALES CORPORATION**	List product as 400-D Pet Milk.

MONTHLY CORRECTIONS - CBS PACIFIC NETWORK PROGRAMS		
Page 18	**SEAL-COTE CO.**	Cancel program.
Page 19	**SOIL OFF MANUFACTURING COMPANY**	Change agency to McCann-Erickson, Inc.
MONTHLY CORRECTIONS - CBS CALIFORNIA NETWORK PROGRAMS		
Page 19	**COLDSTREAM PRODUCTS CO.**	Change day of broadcast to Tuesday, 7:30–8:00 p.m.
Page 19	**GROVE LABORATORIES, INC.**	Cancel program.

MONTHLY CORRECTIONS - CBS SPONSORED PROGRAMS (continued)		
Page 12	**CHARLES H. PHILLIPS CHEMICAL CO.**	Change product listing to Phillips Toothpaste, Energine, Phillips Milk of Magnesia Tablets.
Page 13	**THE PROCTER & GAMBLE CO.**	Cancel "The Goldbergs" series and replace with "Young Dr. Malone."
Page 14	**R. J. REYNOLDS TOBACCO CO.**	Cancel the "Moore and Durante Show."
Page 14	**SERVEL, INC.**	Cancel program.
Page 15	**SOUTHERN COTTON OIL CO.**	Effective April 16, change time to 3:00–3:15 p.m.
Page 15	**E. R. SQUIBB & SONS**	Change program title to "Jimmy Carroll, Sings." Change agency to Geyer, Cornell & Newell, Inc.
Page 15	**STANDARD BRANDS, INC.**	Effective April 13, cancel program.
MONTHLY CORRECTIONS - KNX PACIFIC NETWORK PROGRAMS		
Page 16	**DAY & NIGHT MANUFACTURING CO.**	Change newscaster to "Dr. Wallace Sterling."
Page 17	**"42 PRODUCTS, INC."**	Change time to 9:00–9:30 p.m.
Page 17	**GENERAL MILLS, INC.**	Change origination to KNX.
Page 19	**VICK CHEMICAL COMPANY**	Change newscaster to "Dr. Wallace Sterling."
MONTHLY CORRECTIONS - CBS CALIFORNIA NETWORK PROGRAMS		
Page 19	**COLDSTREAM PRODUCTS CO.**	Effective April 6, change day and time to Friday, 6:00–6:30 p.m.
Page 19	**UNION ICE COMPANY**	Cancel program.
Page 19	**WILSHIRE OIL COMPANY**	Change time to 9:30–9:45 p.m.

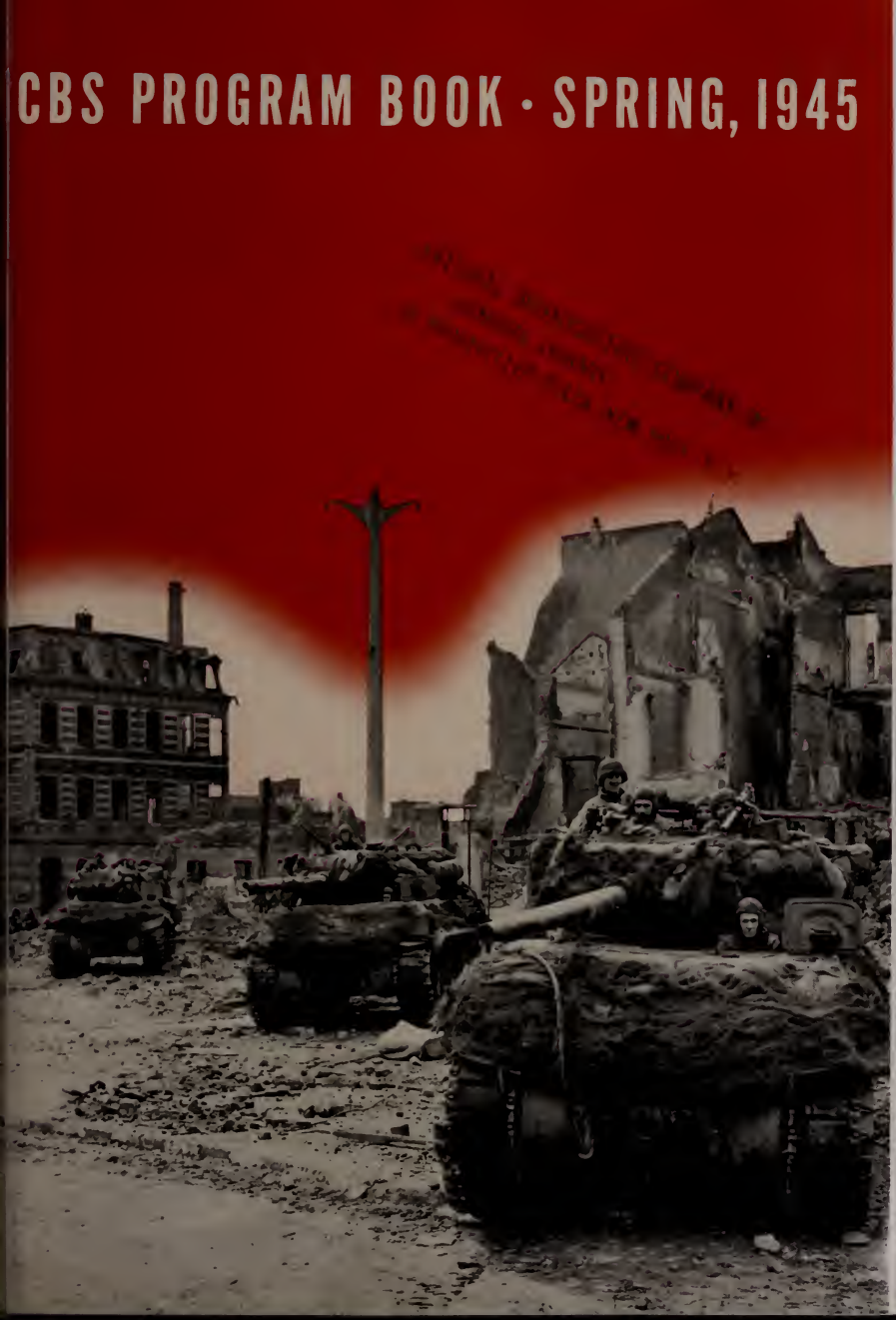
CBS Program Book
Supplement for Month
to be Tipped In Here

CBS Program Book
Supplement for April
to be tipped in here

THE COLUMBIA BROADCASTING SYSTEM

Sales and administrative offices: 485 Madison Ave., New York 22 • 182 Tremont St., Boston 12 410 N. Michigan Ave., Chicago 11 • 902 Fisher Bldg., Detroit 2 • 401 South 12th Boulevard, St. Louis 2 • 625 Second Avenue, South, Minneapolis 2 • Wilder Building, Charlotte 2, North Carolina • Earle Building, Washington 4, D.C. • Columbia Square, Hollywood 28 • Palace Hotel, San Francisco 5 • 49 Hallam Street, W. 1, London, Eng. • Cable address, Columbia, New York

CBS PROGRAM BOOK · SPRING, 1945



THE COVER: *U. S. Ninth Army tank destroyers rumbling through the captured German city of Munchen-Gladbach on March 1 during their drive across the Rhine. On March 2 CBS correspondent Howard K. Smith, attached to the Ninth Army, in an overseas broadcast called it "the pattern of one of the greatest defeats Germany has ever suffered."*

SPRING, 1945

THE COLUMBIA PROGRAM BOOK

CBS SPONSORED PROGRAMS: page 4

CBS PACIFIC NETWORKS SPONSORED PROGRAMS: page 16

CBS SUSTAINING PROGRAMS: page 20

Published quarterly for advertising executives by

THE COLUMBIA BROADCASTING SYSTEM

485 Madison Avenue, New York 22, N.Y.

May 1, 1945

COLUMBIA NETWORK CLIENTS

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PHILIP MORRIS & COMPANY, LTD.:
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R. J. REYNOLDS TOBACCO COMPANY:
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CHESEBROUGH MANUFACTURING COMPANY:
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COLGATE-PALMOLIVE-PEET COMPANY:
(See also Laundry Soaps & Household Supplies)
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COLONIAL DAMES, INC.:
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EMERSON DRUG COMPANY:
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BALLARD & BALLARD CO.:
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"Weeks on CBS" as of May 1, 1945

ADMIRAL CORPORATION *(134th Week on CBS)* **World News Today** *News*	Sunday 2:30–2:55 p.m. 62 CBS stations ORIGINATES: WABC	Admiral Radio Institutional *Cruttenden & Eger*
AMERICAN OIL COMPANY *(290th Week on CBS)* **CBS World News** *News*	Thursday 6:00–6:15 p.m. 57 CBS stations ORIGINATES: WABC	Amoco-Gas, American Gas and Services *Joseph Katz Company*
Edward R. Murrow *News*	Sunday 1:45–2:00 p.m. 61 CBS stations ORIGINATES: BBC, LONDON AND WABC	
AMERICAN TOBACCO COMPANY *(469th Week on CBS)* **Your Hit Parade** Mark Warnow's Orchestra, Lawrence Tibbett, Joan Edwards, The Hit Paraders *Music*	Saturday 9:00–9:45 p.m. 147 CBS stations ORIGINATES: WABC	Lucky Strike Cigarettes *Foote, Cone & Belding*
ANACIN COMPANY *(430th Week on CBS)* **Our Gal Sunday** *Serial drama*	Mon. thru Fri. 12:45–1:00 p.m. 132 CBS stations ORIGINATES: WABC	Anacin *Dancer-Fitzgerald-Sample*
Ellery Queen *Mystery drama*	Wednesday 7:30–8:00 p.m. *Rebroadcast 12:30–1:00 a.m.* 55 CBS stations 21 CBC stations ORIGINATES: WABC	*Ruthrauff & Ryan, Inc.*
Friday on Broadway *Music*	Friday 7:30–8:00 p.m. 39 CBS stations ORIGINATES: WABC	*Dancer-Fitzgerald-Sample*
ANCHOR-HOCKING GLASS CORP. *(69th Week on CBS)* **Corliss Archer** *Dramatic series*	Thursday 9:30–10:00 p.m. 122 CBS stations ORIGINATES: KNX	Anchorglass and Fire King Ovenglass Products *William H. Weintraub & Co., Inc.*
ARMOUR & COMPANY *(99th Week on CBS)* **Hedda Hopper's Hollywood** *Woman's commentary*	Monday 7:15–7:30 p.m. *Rebroadcast 11:15–11:30 p.m.* 142 CBS stations ORIGINATES: KNX	Meat & Dairy Products *Foote, Cone & Belding*

SPONSOR AND PROGRAM	TIME	PRODUCT AND AGENCY
ARMSTRONG CORK COMPANY *(186th Week on CBS)* **Armstrong's Theater of Today** *Drama*	Saturday 12 noon–12:30 p.m. 142 CBS stations ORIGINATES: WABC	Armstrong's Floor Coverings *Batten, Barton, Durstine & Osborn, Inc.*
P. BALLANTINE & SONS *(112th Week on CBS)* **Cameron Andrews Comedy Show** *Variety*	Monday 10:30–11:00 p.m. 43 CBS stations ORIGINATES: WABC	Ballantine Beer & Ale *J. Walter Thompson Co.*
BALLARD & BALLARD CO. *(117th Week on CBS)* **Renfro Valley Folks** *Serial drama*	Wed., Thurs., Fri., Sat. 8:15–8:30 a.m. Sunday 9:15–9:45 a.m. 26 CBS stations ORIGINATES: WHAS	Ballard's Obelisk Flour *Henri, Hurst & McDonald, Inc.*
BAYER COMPANY *(500th Week on CBS)* **American Melody Hour** with Jane Pickens, Bob Hannon, Evelyn MacGregor, Orchestra and chorus *Music*	Tuesday 7:30–8:00 p.m. 123 CBS stations ORIGINATES: WABC	Bayer Aspirin
Second Husband *Serial drama*	Mon. thru Fri. 11:15–11:30 a.m. 43 CBS stations ORIGINATES: WABC	Bayer Aspirin and Dr. Lyons *Dancer-Fitzgerald-Sample*
BOURJOIS, INC. *(302nd Week on CBS)* **Romance, Rhythm & Ripley** with Ray Bloch's Orchestra, Larry Douglas, and Marion Hutton *Variety*	Thursday 10:30–11:00 p.m. 123 CBS stations ORIGINATES: WABC	Evening in Paris Perfumes & Cosmetics *Foote, Cone & Belding*
BOWEY'S, INC. *(309th Week on CBS)* **Stars Over Hollywood** with guest stars *Original drama*	Saturday 12:30–1:00 p.m. 50 CBS stations ORIGINATES: KNX	Dari-Rich Products *Sorensen & Company*

Client and Program	Time	Product and Agency
CAMPBELL SOUP COMPANY *(542nd Week on CBS)* **The Jack Carson Show** with Freddie Martin's Orchestra *Variety*	Wednesday 8:00–8:30 p.m. *Rebroadcast* *12:00–12:30 a.m.* 123 CBS stations 27 CBC stations ORIGINATES: KNX	Campbell's Soups, Baked Beans, Tomato Juice *Foote, Cone & Belding*
Radio Reader's Digest with Quentin Reynolds, Nathan Van Cleave's Orchestra, and guest stars *Drama*	Sunday 9:00–9:30 p.m. 123 CBS stations 27 CBC stations ORIGINATES: WABC	*Ward Wheelock Company*
CELANESE CORPORATION OF AMERICA *(173rd Week on CBS)* **Great Moments in Music** with Jean Tennyson and guest stars *Music*	Wednesday 10:00–10:30 p.m. 137 CBS stations ORIGINATES: WABC	Celanese Products *Young & Rubicam, Inc.*
CENTAUR DIVISION, STERLING DRUG, INC. *(296th Week on CBS)* **Big Town** *Drama*	Tuesday 8:00–8:30 p.m. *Rebroadcast* *12:00–12:30 a.m.* 125 CBS stations 21 CBC stations ORIGINATES: WABC	Ironized Yeast *Pedlar & Ryan, Inc.*
CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED *(338th Week on CBS)* **Dr. Christian** with Jean Hersholt *Drama*	Wednesday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 141 CBS stations ORIGINATES: KNX	Vaseline Preparations *McCann-Erickson, Inc.*
CHRYSLER CORPORATION *(477th Week on CBS)* **Major Bowes' Shower of Stars**	Thursday 9:00–9:30 p.m. 140 CBS stations ORIGINATES: WABC	Institutional *Ruthrauff & Ryan, Inc.*
COLGATE-PALMOLIVE-PEET COMPANY *(485th Week on CBS)* **Colgate Theater of Romance** *Drama*	Tuesday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 126 CBS stations ORIGINATES: WABC	Colgate Tooth Powder *Sherman & Marquette, Inc.*
Blondie *Comedy*	Sunday 8:00–8:30 p.m. *Rebroadcast* *11:30–12:00 mid.* 141 CBS stations ORIGINATES: KNX	Super Suds *Wm. Esty & Co., Inc.*

SUBJECT AND PROGRAM	TIME	PRODUCT AND AGENCY
CONTINENTAL BAKING CO., INC. *(538th Week on CBS)* **Bachelor's Children** *Serial drama*	Mon. thru Fri. 10:45–11:00 a.m. *Rebroadcast* *3:45–4:00 p.m.* 47 CBS stations ORIGINATES: WBBM	Wonder Bread. Hostess Cake *Ted Bates, Inc.*
CONTINENTAL CAN CO. *(17th Week on CBS)* **Report to the Nation** *News dramatization*	Saturday 1:30–2:00 p.m. 141 CBS stations ORIGINATES: WABC	Institutional, Packaging, Plastic Products *Batten, Barton, Durstine & Osborn, Inc.*
CREAM OF WHEAT CORP. *(247th Week on CBS)* **Let's Pretend** *Drama*	Saturday 11:05–11:30 a.m. 123 CBS stations ORIGINATES: WABC	Cream of Wheat Cereal *Batten, Barton, Durstine & Osborn, Inc.*
CRESTA BLANCA WINE CO. *(107th Week on CBS)* **This Is My Best** with Orson Welles *Drama*	Tuesday 9:30–10:00 p.m. 77 CBS stations ORIGINATES: KNX	Cresta Blanca Wines *Batten, Barton, Durstine, & Osborn, Inc.*
CUDAHY PACKING COMPANY *(420th Week on CBS)* **Tena & Tim** *Dramatic serial*	Mon. thru Fri. 2:45–3:00 p.m. 63 CBS stations ORIGINATES: WBBM	Old Dutch Cleanser *Grant Advertising, Inc.*
CURTISS CANDY COMPANY *(239th Week on CBS)* **News** with Warren Sweeney	Sat., Sun. 11:00–11:05 a.m. 140 CBS stations ORIGINATES: WABC	Candy *C. L. Miller Company*
ELECTRIC COMPANIES ADVERTISING PROGRAM *(87th Week on CBS)* **The Electric Hour** with Nelson Eddy *Variety*	Sunday 4:30–5:00 p.m. 143 CBS stations ORIGINATES: KNX	Institutional *N. W. Ayer & Son, Inc.*
EMERSON DRUG COMPANY *(260th Week on CBS)* **Vox Pop** with Parks Johnson and Warren Hull *Interview quiz*	Monday 8:00–8:30 p.m. *Rebroadcast* *12:30–1:00 a.m.* 127 CBS stations ORIGINATES: ON TOUR	Bromo-Seltzer *McCann-Erickson, Inc.*

EVERSHARP, INC. *(291st Week on CBS)*	Sunday 10:00–10:30 p.m. 147 CBS stations ORIGINATES: WABC	Eversharp Pens, Pencils and Red Top Leads *The Biow Co., Inc.*
Take It or Leave It with Phil Baker and Ray Bloch's Orchestra *Quiz*		
Milton Berle in **"Let Yourself Go"** *Variety*	Wednesday 10:30–11:00 p.m. 144 CBS stations ORIGINATES: WABC	
FERRY-MORSE SEED CO. *(13 Weeks on CBS)*	Saturday 9:15–9:30 a.m. 80 CBS stations ORIGINATES: WLAC	Seeds *MacManus, John & Adams, Inc.*
Garden Gate with Tom Williams		
GENERAL ELECTRIC COMPANY *(165th Week on CBS)*	Mon. thru Fri. 6:45–6:55 p.m. 137 CBS stations ORIGINATES: WABC AND REMOTE	Electronics Division *Maxon, Inc.*
The World Today *News*		
G. E. House Party *Variety*	Mon. thru Fri. 4:00–4:25 p.m. 147 CBS stations ORIGINATES: KNX	Household Appliance Division *Young & Rubicam, Inc.*
GENERAL FOODS CORPORATION *(522nd Week on CBS)*	Sunday 7:00–8:00 p.m. 144 CBS stations ORIGINATES: WABC	Jell-O Jell-O Puddings, Sanka *Young & Rubicam, Inc.*
Kate Smith Hour with Kate Smith, Ted Collins, Jack Miller's Orchestra and guest stars *Variety*		
Kate Smith Speaks Ted Collins with the News *Talks and news*	Mon. thru Fri. 12 noon–12:15 p.m. 67 CBS stations ORIGINATES: WABC	Calumet, Swansdown, Baker's Chocolate *Young & Rubicam, Inc.*
Toasties Time with Fannie Brice *Variety*	Sunday 6:30–7:00 p.m. *Rebroadcast 10:30–11:00 p.m.* 144 CBS stations ORIGINATES: KNX	Post Toasties *Benton & Bowles, Inc.*
Two On A Clue *Serial drama*	Mon. thru Fri. 2:00–2:15 p.m. 76 CBS stations ORIGINATES: WABC	LaFrance, Satina, Postum *Young & Rubicam, Inc.*

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The Aldrich Family *Comedy*	Friday 8:00–8:30 p.m. *Rebroadcast* *12:00 mid.–12:30 a.m.* 125 CBS stations 27 CBC stations ORIGINATES: WABC	Postum *Young & Rubicam, Inc.*
The Adventures of the Thin Man *Mystery*	Friday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 126 CBS stations 27 CBC stations ORIGINATES: WABC	Grapenuts & Grapenuts Flakes *Young & Rubicam, Inc.*
GENERAL MILLS, INC. *(570th Week on CBS)*		
Light of the World *Serial drama*	Mon. thru Fri. 10:15–10:30 a.m. *Rebroadcast* *11:30–11:45 a.m.* 61 CBS stations ORIGINATES: WABC	Softasilk Flour, Kix *Dancer-Fitzgerald-Sample*
Valiant Lady *Serial drama*	Mon. thru Fri. 10:00–10:15 a.m. *Rebroadcast* *11:15–11:30 a.m.* 60 CBS stations ORIGINATES: WABC	Cheeri-Oats *Dancer-Fitzgerald-Sample*
B. F. GOODRICH CO. *(111th Week on CBS)*		
Meaning of the News with Robert Trout and Joseph C. Harsch *News*	Mon. thru Fri. 6:55–7:00 p.m. 132 CBS stations ORIGINATES: WABC	Rubber Goods *Batten, Barton, Durstine & Osborn, Inc.*
GULF OIL CORPORATION *(585th Week on CBS)*		
We the People with Milo Boulton and Oscar Bradley's Orchestra *Real life experiences*	Sunday 10:30–11:00 p.m. 103 CBS stations ORIGINATES: WABC	Motor Oil and Gas *Young & Rubicam, Inc.*
THE HUDSON COAL COMPANY *(84th Week on CBS)*		
CBS News of the World *News*	Sunday 9:00–9:15 a.m. 21 CBS stations ORIGINATES: WABC	"D&H" Anthracite *The Clements Co., Inc.*
INTERNATIONAL SILVER COMPANY *(374th Week on CBS)*		
Adventures of Ozzie & Harriet *Variety*	Sunday 6:00–6:30 p.m. 145 CBS stations 21 CBC stations ORIGINATES: KNX	International Sterling and 1847 Rogers Bros. Silverplate *Young & Rubicam, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
JOHNS-MANVILLE CORPORATION *(195th Week on CBS)* **Bill Henry** *News*	Mon. thru Fri. 8:55–9:00 p.m. 63 CBS stations ORIGINATES: WABC	Insulating Materials *J. Walter Thompson Co.*
JOHNSON & JOHNSON *(212th Week on CBS)* **Edwin C. Hill** The Human Side of the News *News*	Tuesday 6:15–6:30 p.m. *Rebroadcast* *12:30–12:45 a.m.* 141 CBS stations ORIGINATES: WABC	First Aid Products *Young & Rubicam, Inc.*
KOLYNOS COMPANY *(638th Week on CBS)* **Mr. Keen, Tracer of Lost Persons** *Mystery drama*	Thursday 7:30–8:00 p.m. 51 CBS stations ORIGINATES: WARC	Kolynos Tooth Powder and Toothpaste
The Romance of Helen Trent *Serial drama*	Mon. thru Fri. 12:30–12:45 p.m. 133 CBS stations ORIGINATES: WABC	Kolynos and Bisodol *Dancer-Fitzgerald-Sample*
LADY ESTHER, LTD. *(594th Week on CBS)* **Screen Guild Players** *Drama*	Monday 10:00–10:30 p.m. 143 CBS stations ORIGINATES: KNX	Face Powder, Face Cream, Rouge, Lipstick and Nail Polish *The Biow Co., Inc.*
†LAMBERT PHARMACAL CO. *(177th Week on CBS)* **The Billie Burke Show** *Household advice*	Saturday 11:30–12 Noon 146 CBS stations ORIGINATES: KNX	Listerine Tooth Powder *Lambert & Feasley, Inc.*
LEVER BROTHERS COMPANY *(508th Week on CBS)* **Lux Radio Theater** Famous Plays with Famous Stars and Lou Silvers' Orchestra *Drama*	Monday 9:00–10:00 p.m. 143 CBS stations 21 CBC stations ORIGINATES: KNX	Lux Soap & Flakes *J. Walter Thompson Co.*
The George Burns and Gracie Allen Show *Comedy—Variety*	Monday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 141 CBS stations ORIGINATES: KNX	Swan Soap *Young & Rubicam, Inc.*

†Program or client not listed in Winter Program Book

TALENT AND PROGRAM	TIME	PRODUCT AND AGENCY
Aunt Jenny's Real Life Stories *Dramatic sketches*	Mon. thru Fri. 11:45—12 noon 78 CBS stations 21 CBC stations ORIGINATES: WABC	Spry *Ruthrauff & Ryan, Inc*
Big Sister *Serial drama*	Mon. thru Fri. 12:15—12:30 p.m. 141 CBS stations 21 CBC stations ORIGINATES: WABC	Rinso Soap *Ruthrauff & Ryan, Inc.*
Bright Horizon with Richard Kollmar *Serial drama*	Mon. thru Fri. 11:30—11:45 a.m. *Rebroadcast* *3:30–3:45 p.m.* 140 CBS stations ORIGINATES: WABC	Swan Soap *Young & Rubicam, Inc.*
LEWIS-HOWE COMPANY *(151st Week on CBS)* Al Pearce in **"Here Comes Elmer"** *Comedy show*	Saturday 10:15—10:45 p.m. 53 CBS stations ORIGINATES: KNX	Tums *Roche, Williams & Cleary, Inc.*
LIGGETT & MYERS TOBACCO COMPANY *(652nd Week on CBS)* **Music That Satisfies** featuring Harry Prime, Monica Lewis, Jim Ameche, Paul Baron and his Orchestra *Variety*	Tues., Wed., Thurs. 7:15—7:30 p.m. *Rebroadcast* *11:15–11:30 p.m.* 144 CBS stations ORIGINATES: WABC	Chesterfield Cigarettes *Newell-Emmett Co.*
THOMAS J. LIPTON INC. *(80th Week on CBS)* **Inner Sanctum** *Mystery drama*	Tuesday 9:00–9:30 p.m. 139 CBS stations ORIGINATES: WABC	Lipton Tea and Continental Soup Mix *Young & Rubicam, Inc.*
P. LORILLARD COMPANY *(383rd Week on CBS)* **Which Is Which?** with Richard Himber's Orchestra and guest stars *Variety-quiz*	Wednesday 9:30—10:00 p.m. 141 CBS stations ORIGINATES: HOLLYWOOD CANTEEN	Old Gold Cigarettes *Lennen & Mitchell, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
MANHATTAN SOAP CO. INC. *(219th Week on CBS)* **The Strange Romance of Evelyn Winters** *Dramatic serial*	Mon. thru Fri. 10:30–10:45 a.m. *Rebroadcast* *5:00–5:15 p.m.* 145 CBS stations ORIGINATES: WABC	Sweetheart Soap *Duane Jones Co.*
NOXZEMA CHEMICAL CO. *(139th Week on CBS)* **Mayor of the Town** with Lionel Barrymore *Drama*	Saturday 8:00–8:30 p.m. *Rebroadcast* *10:15–10:45 p.m.* 58 CBS stations ORIGINATES: KNX	All Products *Ruthrauff & Ryan, Inc.*
PABST SALES CO. *(109th Week on CBS)* **The Danny Kaye Show** with Harry James and his Music Makers *Comedy variety*	Friday 10:30–11:00 p.m. 135 CBS stations ORIGINATES: KNX	Pabst Blue Ribbon Beer *Warwick & Legler, Inc.*
PACIFIC COAST BORAX CO. *(199th Week on CBS)* **Death Valley Sheriff** *Drama*	Thursday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 64 CBS stations ORIGINATES: WABC	20 Mule Team Borax, Boraxo *McCann-Erickson, Inc.*
+PAN AMERICAN PETROLEUM CORPORATION *(Begins May 6th)* **+Edward R. Murrow** *News*	Sunday 1:45–2:00 p.m. 9 CBS stations ORIGINATES: BBC, LONDON & WABC	Petroleum Products *Fitzgerald Advertising Agency*
THE PARKER PEN CO. *(148th Week on CBS)* **Ned Calmer and the News**	Sat., Sun. 8:55–9:00 p.m. 141 CBS stations ORIGINATES: WABC	Pens, Pencils Quink *J. Walter Thompson Co.*
PET MILK SALES CORPORATION *(597th Week on CBS)* **Saturday Night Serenade** Bill Perry, tenor; Jessica Dragonette, soprano; Warren Sweeney, Gustave Haenschen's Orchestra and Chorus *Music*	Saturday 9:45–10:15 p.m. 70 CBS stations ORIGINATES: WABC	400-D Pet Milk *Gardner Advertising Company*

+Program or client not listed in Winter Program Book

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
Mary Lee Taylor Home Economist *Talks*	Saturday 10:30—11:00 a.m. *Rebroadcast* *2:00–2:30 p.m.* 84 CBS stations ORIGINATES: KMOX	400-D Pet Milk *Gardner Advertising Agency*
CHARLES H. PHILLIPS CHEMICAL CO. *(389th Week on CBS)* **Amanda** *Serial drama*	Mon. thru Fri. 11:00—11:15 a.m. 43 CBS stations ORIGINATES: WABC	Phillips Tablets, Toothpaste, Energine and Phillips Milk of Magnesia Tablets *Dancer-Fitzgerald-Sample*
PHILIP MORRIS & COMPANY, LTD., INC. *(455th Week on CBS)* **Crime Doctor** *Mystery drama* **It Pays To Be Ignorant** *Comedy*	Sunday 8:30—8:55 p.m. *Rebroadcast* *11:00–11:25 p.m.* 123 CBS stations ORIGINATES: WABC Friday 9:00—9:30 p.m. *Rebroadcast* *11:30 p.m. 12 mid.* 123 CBS stations ORIGINATES: WABC	Philip Morris Cigarettes *The Biow Co., Inc.*
PILLSBURY MILLS, INC. *(346th Week on CBS)* **Grand Central Station** *Drama*	Saturday 1:00—1:25 p.m. 121 CBS stations ORIGINATES: WABC	All Products *McCann-Erickson, Inc.*
PRINCE MATCHABELLI, INC. *(7th Week on CBS)* ***The Stradivari Orchestra** *Music*	Sunday 2:00–2:30 p.m. 123 CBS stations ORIGINATES: WABC	Perfumes and Cosmetics *Morse International, Inc.*
THE PROCTER & GAMBLE CO. *(548th Week on CBS)* **Young Dr. Malone** *Serial drama*	Mon. thru Fri. 1:45–2:00 p.m. 73 CBS stations ORIGINATES: WABC	Duz *Compton Advertising, Inc.*
The Jack Kirkwood Show *Variety*	Mon. thru Fri. 7:00—7:15 p.m. *Rebroadcast* *11:00–11:15 p.m.* 74 CBS stations ORIGINATES: KNX	Ivory Soap Oxydol *Compton Advertising, Inc.*

**Program or client not listed in Winter Program Book*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
THE PROCTER & GAMBLE CO. *(Continued)*		
Life Can Be Beautiful *Serial drama*	Mon. thru Fri. 1:00–1:15 p.m. 69 CBS stations ORIGINATES: WABC	Ivory Soap *Compton Advertising, Inc.*
Ma Perkins *Serial drama*	Mon. thru Fri. 1:15–1:30 p.m. 72 CBS stations ORIGINATES: WBBM	Oxydol *Dancer-Fitzgerald-Sample*
Bernardine Flynn *News*	Mon. thru Fri. 1:30–1:45 p.m. 42 CBS stations ORIGINATES: WBBM	Crisco *Compton Advertising, Inc.*
Perry Mason *Serial drama*	Mon. thru Fri. 2:30–2:45 p.m. 48 CBS stations ORIGINATES: WABC	Camay *Pedlar & Ryan, Inc.*
F.B.I. in Peace and War *Drama*	Saturday 8:30–8:55 p.m. *Rebroadcast 11:30–11:55 p.m.* 86 CBS stations ORIGINATES: WABC	Lava Soap *The Biow Co., Inc.*
+Rosemary *Serial drama*	Mon. thru Fri. 2:15–2:30 p.m. 74 CBS stations ORIGINATES: WABC	Ivory Flakes, White Laundry Soap *Benton & Bowles, Inc. Compton Advertising, Inc.*
PRUDENTIAL INSURANCE COMPANY OF AMERICA *(308th Week on CBS)*		
Prudential Family Hour with Patrice Munsel, Jack Smith, Al Goodman's Orchestra, and chorus *Music*	Sunday 5:00–5:45 p.m. 125 CBS stations ORIGINATES: WABC	Insurance Services *Benton & Bowles, Inc.*
THE QUAKER OATS COMPANY *(179th Week on CBS)*		
Those Websters *Comedy drama*	Friday 9:30–10:00 p.m. 122 CBS stations ORIGINATES: WBBM	Quaker Food Products *Ruthrauff & Ryan, Inc.*
R. J. REYNOLDS TOBACCO COMPANY *(625th Week on CBS)*		
Thanks to the Yanks with Bob Hawk *Quiz*	Monday 7:30–8:00 p.m. *Rebroadcast 10:30–11:00 p.m.* 135 CBS stations ORIGINATES: WABC	Camel Cigarettes Prince Albert Smoking Tobacco *William Esty & Co., Inc.*

+Program or client not listed in Winter Program Book

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
ROMA WINE CO., INC. *(112th Week on CBS)* **Suspense** *Mystery drama*	Thursday 8:00–8:30 p.m. *Rebroadcast* *12 mid.–12:30 a.m.* 81 CBS stations ORIGINATES: KNX	Roma Wines *The Biow Co., Inc.*
SALES BUILDERS, INC. *(17th Week on CBS)* **The Frank Sinatra Show** *Variety*	Wednesday 9:00–9:30 p.m. 144 CBS stations ORIGINATES: KNX	Max Factor Cosmetics *Smith & Drum, Inc.*
SOUTHERN COTTON OIL CO. *(133rd Week on CBS)* **Irene Beasley** *Songs*	Mon. thru Fri. 3:00–3:15 p.m. 54 CBS stations ORIGINATES: WABC	Wesson Oil and Snowdrift *Kenyon & Eckhardt, Inc.*
E. R. SQUIBB & SONS *(251st Week on CBS)* **Jimmy Carroll Sings** Squibb Chorus and Ted Dale and his orchestra *Music*	Mon., Wed., Fri. 6:15–6:30 p.m. 131 CBS stations ORIGINATES: WABC	Squibb Products *Geyer, Cornell & Newell, Inc.*
THE TEXAS COMPANY *(386th Week on CBS)* **Texaco Star Theater** James Melton and Al Goodman's Orchestra *Variety*	Sunday 9:30–10:00 p.m. 145 CBS stations 23 CBC stations ORIGINATES: WABC	Texaco Products *Buchanan & Co., Inc.*
***UNITED DRUG CO.** *(4th Week on CBS)* **Durante-Moore Show** with Roy Bargy's Orchestra *Variety*	Friday 10:00–10:30 p.m. 118 CBS stations ORIGINATES: KNX	Drugs *N. W. Ayer & Sons, Inc.*
UNITED STATES RUBBER CO. *(153rd Week on CBS)* **New York Philharmonic-Symphony** *Music*	Sunday 3:00–4:30 p.m. 121 CBS stations ORIGINATES: WABC	Institutional *Campbell-Ewald Co., Inc.*
J. B. WILLIAMS COMPANY *(73rd Week on CBS)* **William L. Shirer** *News*	Sunday 5:45–6:00 p.m. 142 CBS stations ORIGINATES: WABC	Williams Shaving Cream *J. Walter Thompson Co.*

**Program or client not listed in Winter Program Book*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
WM. WRIGLEY, JR., COMPANY *(671st Week on CBS)*		
America in the Air *Air Corps dramatic series*	Saturday 7:30—8:00 p.m. *Rebroadcast* *11:00–11:30 p.m.* 142 CBS stations ORIGINATES: WBBM	Chewing Gum *J. Walter Thompson Co.*
The First Line *Navy dramatic series*	Thursday 10:00—10:30 p.m. 141 CBS stations ORIGINATES: WBBM	Chewing Gum *Arthur Meyerhoff & Co.*
Service to the Front *Army dramatic series*	Tuesday 10:00—10:30 p.m. 140 CBS stations ORIGINATES: WBBM	
COLUMBIA PACIFIC NETWORK		
BEKINS VAN AND STORAGE CO. *(188th Week on CBS)* **Harry W. Flannery** *News*	Mon., Wed., Fri. 5:30—5:45 p.m. PWT ORIGINATES: KQW	Moving and Storage *Brooks Advertising Agency*
CALIFORNIA PRUNE & APRICOT GROWERS ASSOCIATION *(163rd Week on CBS)* **Dr. Wallace Sterling** *News*	Saturday 8:55—9:00 p.m. PWT ORIGINATES: KQW	Sunsweet Prunes and Apricots *Long Advertising Service*
CAMPANA SALES CORP. *(266th Week on CBS)* **Don't You Believe It** *Narrative-Drama*	Saturday 9:45—10:00 p.m. PWT ORIGINATES: KNX	Solitair Cake Make-up and Campana Cream Balm *Wallace-Ferry-Hanly Co.*
COLONIAL DAMES, INC. *(279th Week on CBS)* **Song of the Week** *Music*	Sunday 8:25—8:30 p.m. PWT ORIGINATES: KNX	Cosmetics *Abbott Kimball Co., Inc.*
Meet The Missus *Participation quiz*	Tuesday 2:30–2:45 p.m. PWT ORIGINATES: KNX	
DAY & NIGHT MANUFACTURING CO. *(30th Week on CBS)* **Dr. Wallace Sterling** *News*	Monday 8:55—9:00 p.m. PWT ORIGINATES: KQW	Water Heaters & Equipment *Hixson-O'Donnell Adv. Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
P. DUFF & SONS, INC. *(83rd Week on CBS)* **Meet The Missus** *Participation quiz*	Mon., Wed., Fri. 2:45–3:00 p.m. PWT ORIGINATES: KNX	Ready-To-Bake Mixes *W. Earl Bothwell Advertising Agency*
+EDISON BROTHERS STORES *(2nd Week on CBS)* **+Meet The Missus** *Participation quiz*	Thursday 2:30–2:45 p.m. PWT ORIGINATES: KNX	Shoes *Adolph Mendland*
"42" PRODUCTS, INC. *(48th Week on CBS)* **This Is My Story** *Drama*	Saturday 9:00–9:30 p.m. PWT ORIGINATES: KNX	Hair Oil & Other Products *Hillman-Shane-Breyer, Inc.*
GALLENKAMP STORES CO. *(53rd Week on CBS)* **Tobe Reed** *Human Interest News*	Friday 9:55–10:00 p.m. PWT ORIGINATES: KNX	Shoes *Long Advertising Service*
GENERAL MILLS, INC. *(370th Week on CBS)* **Harry Flannery** *News analysis*	Mon. thru Fri. 7:45–8:00 a.m. PWT ORIGINATES: KQW	Wheaties *Knox Reeves Advertising, Inc.*
+GENERAL PETROLEUM CORP. OF CALIF. *(91st Week on CBS)* **+Hollywood Preview** *Drama*	Tuesday 7:30–8:00 p.m. PWT ORIGINATES: KNX	All Products *Smith & Drum, Inc.*
HUNT BROS. PACKING CO. *(58th Week on CBS)* **I Was There** *Real life experiences*	Sunday 3:30–4:00 p.m. PWT ORIGINATES: KNX	All Products *The Blow Co., Inc.*
ANDREW JERGENS COMPANY *(41st Week on CBS)* **Tonight In Hollywood** *Drama*	Friday 8:15–8:30 p.m. PWT ORIGINATES: KNX	Jergens Lotion *Lennen & Mitchell Inc.*

+Program or client not listed in Winter Program Book

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
KELITE PRODUCTS, INC. *(26th Week on CBS)* **Dr. Wallace Sterling** *News analysis*	Saturday 7:45–8:00 a.m. PWT ORIGINATES: KQW	"Kenu" Chemical, Household Cleaner *Little & Co.*
+L. B. LABORATORIES, INC. *(9th Week on CBS)* **+Meet The Missus** *Participation quiz*	Thursday 2:45–3:00 p.m. PWT ORIGINATES: KNX	L B Hair Oil *Glasser-Gailey & Co.*
MANHATTAN SOAP CO. *(219th Week on CBS)* **Bob Andersen** *News*	Mon., Wed., Fri. 7:30–7:45 a.m. PWT ORIGINATES: KNX	Sweetheart Soap *Duane Jones Co.*
THE MENNEN CO. *(267th Week on CBS)* **Bob Andersen** *News*	Tues., Thurs., Sat. 7:30–7:45 a.m. PWT ORIGINATES: KNX	Mennen Shave Cream *Duane Jones Co.*
+M J B COMPANY *(6th Week on CBS)* **+Meet The Missus** *Participation quiz*	Friday 2:30–2:45 p.m. PWT ORIGINATES: KNX	M J B Rice and M J B Tea *Batten, Barton, Durstine & Osborn, Inc.*
NATIONAL LEAD CO. *(75th Week on CBS)* **Trading Post** *Audience participation*	Sunday 5:30–5:55 p.m. PWT ORIGINATES: KNX	Dutch Boy Paint *Erwin, Wasey & Co., Inc.*
PETER PAUL, INC. *(237th Week on CBS)* **Truman Bradley** *News*	Mon., Wed., Fri. 5:45–5:55 p.m. PWT ORIGINATES: KNX	Mounds, Ten Crown Activated Charcoal Gum, Walnettos *Brisacher, Van Norden & Staff*

+Program or client not listed in Winter Program Book

SPONSOR PROGRAM	TIME	PRODUCT AND AGENCY
COLUMBIA PACIFIC NETWORK		
PLANTERS NUT AND CHOCOLATE COMPANY *(235th Week on CBS)*	Tues., Thurs., Sat. 5:30–5:45 p.m. PWT ORIGINATES: KQW	Planters Peanut Oil, Salted Peanuts
Harry W. Flannery *News Analysis*		
The Adventures of Bill Lance *Mystery drama*	Sunday 9:00–9:30 p.m. PWT ORIGINATES: KNX	All Products *Erwin, Wasey & Company*
SIGNAL OIL COMPANY *(98th Week on CBS)*	Monday 9:00–9:30 p.m. PWT ORIGINATES: KNX	All Products *Barton A. Stebbins*
The Whistler *Mystery drama*		
SOIL OFF MANUFACTURING COMPANY *(221st Week on CBS)*	Tues., Thurs., Sat. 5:45–5:55 p.m. PWT ORIGINATES: KNX	"Soil Off" for all painted surfaces *McCann-Erickson, Inc.*
Truman Bradley *News*		
VICK CHEMICAL COMPANY *(196th Week on CBS)*	Tues., Wed., Thurs. 8:55–9:00 p.m. PWT ORIGINATES: KQW	All Products *Morse International, Inc.*
Dr. Wallace Sterling *News*		
COLUMBIA CALIFORNIA NETWORK		
COLDSTREAM PRODUCTS CO. *(28th Week on CBS)*	Friday 6:00–6:30 p.m. PWT ORIGINATES: KNX	Sunnybank Margarine *McCann-Erickson Inc.*
Money on the Line *Quiz*		
WILSHIRE OIL COMPANY *(35th Week on CBS)*	Saturday 9:30–9:45 p.m. PWT ORIGINATES: KNX	Petroleum Products *Dan B. Miner Agency*
That's a Good Idea *Drama*		
YELLOW CAB CO. *(56th Week on CBS)*	Saturday 7:45–8:00 p.m. PWT ORIGINATES: KQW	Cab Service *Rhoades & Davis*
The Story Teller *Narration*		

NATIONAL BROADCASTING COMPANY, INC.
GENERAL LIBRARY
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CBS SUSTAINING PROGRAMS

are chosen because they are *timely, exciting* and *balanced.* These three standards of selection produce a diverse, flexible program schedule, carefully designed to win and retain the interest of millions of listeners. To maintain its flexibility—to continue to present the most highly contemporary and most stimulating sustaining programs on the air—Columbia finds it necessary from time to time to alter some details in its schedule. These day-to-day and even hour-to-hour changes are reported, when possible, in local newspaper radio listings.

For your convenience, the Columbia sustaining programs listed on the following pages are grouped in these classifications:

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SERIOUS MUSIC . . . . . *Page 24*

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LIGHT ENTERTAINMENT . . . . . *Page 29*

EDUCATIONAL PROGRAMS . . . . . *Page 29*

RELIGIOUS BROADCASTS . . . . . *Page 30*

CBS SHORTWAVE BROADCASTS . . . . . *Page 31*

SPECIAL BROADCASTS: WINTER . . . . . *Page 32*

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News Broadcasts
8:00–8:15 a.m.
11:00–11:10 p.m.
MONDAY THRU SATURDAY
9:00–9:15 a.m.
SUNDAY THRU SATURDAY
4:25–4:30 p.m.
MONDAY THRU FRIDAY

Columbia's air reporters—at the fighting fronts, in foreign capitals, in New York and in Washington—cover the war in a regular news pattern, so dovetailed with sponsored news programs as to afford frequent reports throughout the day.

News Summaries
1:00 a.m.
SUNDAY THRU SATURDAY
6:00–6:15 p.m.
EACH SATURDAY

World Today
6:45–6:55 p.m.
EACH SATURDAY

Edward R. Murrow, Larry Lesueur, Joseph C. Harsch, Bill Downs, Richard Hottelet, Bill Shadell, Howard K. Smith and Douglas Edwards report from London and Western Europe; Charles Collingwood and Bill Slocum, Jr. from Paris; Winston Burdett from the Mediterranean; Farnsworth Fowle from Moscow; Charles Shaw from Stockholm; William J. Dunn and John Adams from the Philippines; Webley Edwards, Tim Leimert, Gene Rider, Don Pryor from Honolulu and Central Pacific; Glen Akins from Chungking; Hugh Jenks from Buenos Aires; Quincy Howe, Robert Trout, John Daly, Major George Fielding Eliot, Eric Sevareid, George Moorad, William L. Shirer, Ned Calmer, Harry Marble, Harry Clark, and Allan Jackson from New York; Bill Henry, William Costello, Cliff Allen, Bob Evans, Joe McCaffrey and Tris Coffin from Washington.

News Analyses
11:10–11:15 p.m.
SUNDAY THRU SATURDAY

William L. Shirer
Robert Trout
Major George Fielding Eliot
Quincy Howe
Ned Calmer
Bill Henry
(See also sponsored news programs)

Report from Washington
4:00–4:15 p.m.
EACH SATURDAY

From Columbia's news bureau in Washington, one of Columbia's ace reporters will present an informal weekly summary of diplomatic, political and legislative trends.

PROGRAM AND TIME	DESCRIPTION
Report from Overseas 4:15–4:30 p.m. EACH SATURDAY	A weekly radio column in which CBS' foreign correspondents report the latest news and activities of the armed forces in the various war theatres.
WAR PROGRAMS	
Feature Story 4:30–4:45 p.m. MONDAY THRU FRIDAY	Members of CBS' world-wide staff of news correspondents bring to the microphone the many human interest stories that lie under the surface of the latest military and political events and usually miss being told.
Transatlantic Call: People to People 12:30–1:00 p.m. EACH SUNDAY	On alternate Sundays the British Broadcasting Corporation and the Columbia Broadcasting System shake hands across the ocean. In this half hour program, British and American audiences are presented with a picture of the national characteristics and attitudes of the two countries. The audiences of the two nations learn the reasons for the apparent differences between them, at the same time realizing the basic similarity in their attitudes and behavior.
Calling Pan-America 6:15–6:45 p.m. EACH THURSDAY	CBS draws the Americas closer together with this weekly program shortwaved from Latin-American capitals. The series "calls" a different nation to the microphone each Thursday, and presents a vivid radio picture of its life, culture and music.
Youth On Parade 10:00–10:30 a.m. EACH SATURDAY	A fast-paced musical variety show by and for the youth of America. Each week the Junior Workshop players dramatize a scene in the life of a great American. The climax of every program is the presentation of the Youth-On-Parade War-Service Award to a boy, girl, or youth group.

PROGRAM AND TIME	DESCRIPTION
We Deliver the Goods 5:00–5:30 p.m. EACH SATURDAY	This program features the 23-piece Maritime Service Band at Catalina Island, led by Lieutenant Curt Roberts, together with dramatizations of the heroic deeds of United States merchant seamen.
Service Time 5:00–5:30 p.m. MONDAY THRU FRIDAY	Presented in cooperation with the fighting forces, this program devotes itself to the branches of the armed service, spotlighting the activities of a different branch each day. Various service bands and glee clubs are featured, and high ranking officials make personal appearances. There are also interviews with personnel returned from combat zones. MONDAY—Waves on Parade TUESDAY—It's Maritime WEDNESDAY—Wacs on Parade THURSDAY—Marines in the Making FRIDAY—First in The Air
Builders of Victory 3:45–4:00 p.m. EACH SATURDAY	In collaboration with the A. F. of L., CBS presents a series of programs dealing with the activities and accomplishments of the "Seabees," the Navy's Construction Battalions. Heroic achievements of these men, many of whom came from the ranks of organized labor, are featured, as well as remote originations including interviews with Seabee personnel from overseas.
The Land Is Bright 3:00–3:30 p.m. EACH SATURDAY	An enlightening almanac of life in America, this series depicts the particular flavor of our national habits and institutions. Each week the theme reflects the bright note in the American scene, and contrasts it with conditions in other parts of the world.

	PROGRAM AND TIME	DESCRIPTION
WAR PROGRAMS *Continued*	**Problems of the Peace** 1:30–1:45 p.m. EACH SUNDAY	Lyman Bryson, CBS Director of Postwar Studies and Educational Broadcasts, and Professor of Education at Columbia University in a series of weekly talks designed to stimulate enlightened public opinion on questions of national and international postwar reconstruction. The series comprises a factual, comprehensive discussion of the important issues of the day as they arise, as well as an analysis of the questions raised at Dumbarton Oaks, such as treatment of defeated aggressor nations, international tariffs, economic rehabilitation, etc.
	Assignment Home 4:30–5:00 p.m. EACH SATURDAY	In collaboration with the Army Service Forces, CBS continues its series of weekly dramatic programs dealing with veteran rehabilitation problems. High ranking Army officials participate in the show which is designed to illustrate and explore the complex situations involved in readjusting the veteran to normal life.
SERIOUS MUSIC	**Invitation to Music** 11:30–12:00 midnight EACH WEDNESDAY	Distinguished soloists with the Columbia Symphony Orchestra give new emphasis to the comparatively unfamiliar but nevertheless important works of the great composers. Guest artists will include: Alexander Kipnis, bass baritone, Mack Harrell, baritone, Jennie Tourel and Mona Paulee, mezzo-sopranos, and Martial Siangher, tenor. Of special interest is the radio opera "Samson" by Bernard Rogers based on a libretto by Norman Corwin, the music commissioned jointly by CBS and the League of Composers. Other radio premieres will be the 22nd Symphony of Miaskowsky, a new symphony by Roger Sessions, and the oboe concerto by Ralph Vaughn-Williams.

PROGRAM AND TIME	DESCRIPTION
E. Power Biggs, Organist 9:15–9:45 a.m. EACH SUNDAY	Playing in the Germanic Museum at Harvard University, this noted musician broadcasts the world's finest organ music. In a special series of concerts to be given in joint sponsorship with Mrs. Elizabeth Sprague Coolidge, these programs are featuring the complete organ works of J. S. Bach.
Salt Lake Tabernacle Choir and Organ 12 noon–12:30 p.m. EACH SUNDAY	This is the oldest consecutively presented public-service series in radio, having celebrated its 661st CBS broadcast on April 29, 1945. The Tabernacle Choir is conducted by J. Spencer Cornwall and Richard P. Condie, assistant. Organists are Alexander Schreiner, Dr. Frank Asper and Wade N. Stephens.
New Voices in Song 9:45–10:00 a.m. EACH SUNDAY	These programs are designed to offer broadcast opportunities to young American singers who CBS feels have exceptional promise. The singers are selected from the many young aspirants auditioned by the Columbia Broadcasting System.
Sally Moore and the Columbia Concert Orchestra 6:30–6:45 p.m. MONDAY AND FRIDAY	The young American contralto, CBS' most recent discovery, presents distinctive song recitals of semi-classical music accompanied by the Columbia Concert Orchestra.
Eileen Farrell 6:30–6:45 p.m. EACH WEDNESDAY	Credited with one of the most extraordinary voices to be found among the younger artists, the gifted CBS soprano sings selections of semi-classical music in her new series of recitals. She is accompanied by the Columbia Concert Orchestra under the direction of Bernard Herrmann.

PROGRAM AND TIME	DESCRIPTION
Dance Orchestras VARIOUS HOURS	Every night—and often during the day—Columbia broadcasts the music of the ranking dance orchestras from all over the country. Throughout the week, CBS audiences can hear: GEORGE AULD COUNT BASIE LES BROWN HENRY BUSSE FRANKIE CARLE LEE CASTLE JIMMY DORSEY TOMMY DORSEY SONNY DUNHAM DUKE ELLINGTON BEN FELD SHEP FIELDS CHUCK FOSTER JAN GARBER GLEN GRAY WOODY HERMAN DEAN HUDSON HARRY JAMES SAMMY KAYE GENE KRUPA JOHNNY LONG ABE LYMAN FRANKIE MASTERS HAL MCINTYRE VAUGHN MONROE GEORGE OLSEN TONY PASTOR GEORGE PAXTON LOUIS PRIMA BOYD RAEBURN ARTIE SHAW CHARLIE SPIVAK JERRY WALD
Sing Along Club 3:30–4:00 p.m. MONDAY THRU FRIDAY	The Landt Trio offers its listeners a light-hearted, fast-paced program inviting them to join in singing their favorite songs. Add the daily musical quiz and the unique style of Carol Ames' voice for a half hour of delightful entertainment.
Joan Brooks 11:15–11:30 p.m. MONDAY THRU FRIDAY	"The girl with the voice you won't forget" highlights her program of romantic melodies each night with a "Salute to the Stars" singing a song identified with well known entertainment stars.
Danny O'Neil 4:45–5:00 p.m. MONDAY THRU FRIDAY	The popular tenor, formerly with the Bluejacket Choir, sings the top tunes of the day as well as old favorites and romantic ballads, accompanied by Ruby Newman's orchestra.
Bluejacket Choir 11:05–11:30 p.m. EACH SUNDAY	The Great Lakes Naval Training Station choir of singing sailors offer selections of hymns, anthems, and ballads, followed by the Navy Negro Octet in selections of noted spirituals.

PROGRAM AND TIME	DESCRIPTION
Petrillo, Janette and McCormick 12:05–12:30 a.m. EACH WEDNESDAY	Franklin McCormick, host, and Janette, feminine vocalist, join Cesar Petrillo's Orchestra to give CBS audiences a midnight program of mellow musical entertainment. This trio broadcasts each week from Station WBBM, Chicago.
Listen to Lawrence 12:05–12:30 a.m. EACH THURSDAY	Elliott Lawrence, conductor-arranger-pianist, presents his unique modern arrangements of well-known classical music after first performing the pieces in their original form. Baritone Jack Hunter and The Three Dears Trio add charm to this late evening musical show.
Music from the West 12:05–12:30 a.m. EACH MONDAY	From Salt Lake City comes a program with a distinctive regional flavor highlighting musical selections characteristic of various sections of the West by outstanding American composers. Vocal settings are offered by Annette Dinwoodey to the music of Foster Cope and his orchestra.
Carolina Hayride 2:30–3:00 p.m. EACH SATURDAY	A program of Southern folk music ranging from hymns to hillbilly songs originates at WBT, CBS in Charlotte, N.C. Each week guest-groups of well-known folk music specialists are invited to take part in the broadcast.
Serenade from Syracuse 12:05–12:30 a.m. EACH FRIDAY	Vocalists June Gardner, Helen Russell and Red Thomas, well-known entertainers, present a program of popular music with musical interludes provided by Claude Bartel and the WFBL orchestra.
Buffalo Presents 12:05–12:30 a.m. EACH TUESDAY	A musical variety show starring the popular trio "Three Treys," vocalists Jan Martel and Elvera, with Dave Cheskin's orchestra.
Viva America! 5:30–6:00 p.m. EACH SATURDAY	An entertaining musical review broadcast simultaneously in U.S., Latin America, and throughout other parts of the world, highlights the colorful and authentic rhythms of all the Americas. Vera Holly, North American song stylist and various Pan-American artists add their talent to a colorful "good neighbor show."

PROGRAM AND TIME	DESCRIPTION
Casey—Press Photographer 11:30–12:00 midnight EACH TUESDAY	This weekly adventure of a typical newspaper photographer and a girl reporter tracking down crime in a big city is packed with sophisticated humor and excitement. Casey is a complete crime story with all the trimmings.
Time to Remember 3:00–3:15 p.m. MONDAY THRU FRIDAY	In this series Milton Bacon draws from his rich fund of regional legends and true stories which he has collected after many years of travel into every state of the union. Many of the stories are dramatized in this unique program of American folklore.
Cimarron Tavern 5:30–5:45 p.m. MONDAY THRU FRIDAY	The color and high adventure that marked the opening of America's southwest is again recreated. The thrilling escapades of early settlers, and the pageantry of the past all add to make the story of the Cimarron country as exciting as if it happened today.
A Tale of Two Cities 3:15–3:30 p.m. MONDAY THRU FRIDAY	Michael Scott relates a condensed version of some of the world's great novels. The narratives are supplemented with dramatizations of particular episodes. This first series runs for 6 weeks followed by *The House of Seven Gables* and *The Story of Elizabeth the Queen.*
This Life is Mine 9:45–10:00 a.m. MONDAY THRU FRIDAY	A gay, urbane, romantic serial with the swift contrast of comedy against emotional crises distinguishes this show. The inventive plot concerns the romance of a small town school teacher married to a young aviator. A variety of ingenious situations create a story that is firm and fast-paced.
Wilderness Road 5:45–6:00 p.m. MONDAY THRU FRIDAY	A dramatic serial of a pioneering American family that went through the hazardous Cumberland Gap in 1783 with Daniel Boone as their guide. The story recreates that adventure-filled period in American history when every frontier presented a challenge to the New World settlers.

LIGHT ENTERTAINMENT

"On Your Mark"—Ted Husing
6:30–6:45 p.m.
EACH TUESDAY

A weekly series in which Ted Husing, ace CBS sportscaster, reports on sporting events, special sports features, and interviews with outstanding sportsmen, athletes in military service, trainers, and sports writers.

Behind the Scenes at CBS
10:45–11:00 p.m.
EACH TUESDAY

This program spotlights the colorful personalities of radio's star performers and recounts the drama, excitement and techniques of CBS broadcasting activities.

Arthur Godfrey
9:15–9:45 a.m.
REBROADCAST
3:30–4:00 p.m.
MONDAY THRU FRIDAY

Fred Allen calls him "the Huckleberry Finn of radio." Godfrey presides as master of ceremonies over his own musical and variety show. His banter and contagious chuckling is accompanied by an orchestra, chorus and two vocalists.

EDUCATIONAL PROGRAMS

The American School of the Air
9:15–9:45 a.m.
REBROADCAST
3:30–4:00 p.m.
MONDAY THRU FRIDAY

Suspended for Summer—Will resume broadcasts October 1, 1945

Now in its sixteenth year on CBS, this program is broadcast in the United States and Canada. For the duration of the war, the program has been designated the official channel for news, information and instruction to American school children by the Office of War Information.

MONDAY—Science
TUESDAY—Music
WEDNESDAY—History and Geography
THURSDAY—Literature
FRIDAY—Current Events

Invitation to Learning
11:30–12 noon
EACH SUNDAY

Distinguished scholars, authors, and critics meet informally on this series to discuss the outstanding classics of literature. The summer and fall schedules include a new series of 31 great books to bring the total number discussed on the program to 285.

The Garden Gate
9:15–9:30 a.m.
EACH SATURDAY

Sponsored by Perry-Morse Seed Co. (thru month of May)

From WLAC, Nashville, the nationally known horticultural expert, Tom Williams, answers a multitude of queries from listeners all over the country on ornamental and victory gardening. "The Old Dirt Dobber" announces the award of the "Green Thumb" to the outstanding gardener-of-the-week.

EDUCATIONAL PROGRAMS
Continued

The People's Platform
6:15–6:45 p.m.
EACH SATURDAY

The vital issues of today and the postwar world are analyzed weekly on this program, one of radio's most interesting forums. Four eminent guests and Lyman Bryson, CBS Director of Education, who acts as moderator, gather informally for these sessions.

CBS Presents Olin Downes
2:55–3:00 p.m.
EACH SUNDAY

America's foremost music critic discusses newsworthy musical events, programs and personalities as a preface to the New York Philharmonic-Symphony broadcasts.

Of Men and Books
2:00–2:15 p.m.
EACH SATURDAY

On this popular series now in its seventh year on CBS, John Mason Brown, associate editor and drama critic of the Saturday Review of Literature, discusses the latest books and interviews their authors.

Columbia's Country Journal
9:30–10:00 a.m.
EACH SATURDAY

The farmer's role in war time, his "food for victory" campaign, and his daily problems form the weekly theme of Charles ("Chuck") Worcester's "radio farm magazine." Originating in Washington for national farm news, it frequently switches to various farm regions of the country highlighting local problems. Occasional reports from abroad and native folk music are regular features.

Adventures in Science
2:15–2:30 p.m.
EACH SATURDAY

Watson Davis, Director of Science Service, brings to the microphone prominent guest scientists who explain recent discoveries in industry and medicine and the startling scientific progress made since our entrance into the war.

RELIGIOUS BROADCASTS

Church of the Air
10:00–10:30 a.m.
1:00–1:30 p.m.
EACH SUNDAY

In its thirteenth consecutive year, the pulpit of Columbia's *Church of the Air* continues to be impartially available, twice each Sunday, to America's religious faiths. During the past year many of the services have originated at Army camps and Navy bases, with Chaplains of the uniformed forces officiating.

Choral Groups
10:30–11:00 a.m.
EACH SUNDAY

During the absence of *Wings Over Jordan* now on a USO overseas trip, CBS presents nationally recognized Negro choirs and choral groups.

News, News Features and Entertainment Beamed to The Network of the Americas
In: SPANISH
PORTUGUESE

From 11:45 a.m. till 2:00 a.m. the following morning Columbia programs are beamed to all Latin America in both Spanish and Portuguese. News, cultural and sports features are emphasized; musical and dramatic shows many of which are rebroadcast on standard wave by Columbia's 109 affiliated stations in Latin America round out the entertainment schedule.

News, News Features and Entertainment Beamed Overseas
In: ENGLISH
FRENCH
ITALIAN
GERMAN
POLISH
SERBO-CROATIAN
DUTCH
CZECH

News in eight languages—plus more than 2¾ hours of entertainment for American troops abroad is directed seven days a week to Europe, Africa, the Near East and Asia by the CBS Shortwave Department. Daily programs are retransmitted by *Radio Luxembourg, Radio Bari, Radio Rome, Radio Naples, Radio Palermo, Radio Florence, The Voice of America in North Africa* (formerly known as *Radio Algiers*) and *The Voice of Canada*.

In November, 1944 CBS started operations at Delano, California with two new 50 K.W. transmitters (KCBA and KCBF) equipped with a system of highly directional antennas capable of concentrating transmissions directed to the South Pacific area, the Orient and Latin America. These transmitters provide a West Coast originating base for programs serving our troops in the Pacific, our Chinese allies and psychological warfare against the Japanese homeland and territories under Japanese domination. In addition they transmit cultural and informational programs to English-speaking listeners in Latin America. A giant 200 K.W. super-powered transmitter (KCBR) will soon be added to the Delano plant making it one of the most powerful shortwave outlets in the world.

Languages used on the West Coast transmissions include Chinese, Japanese, Korean, Malayan, Dutch and English.

RELIGIOUS BROADCASTS

SPECIAL CBS SHORTWAVE BROADCASTS TO LATIN AMERICA
CBS transmits on
WCBX, New York
WCRC, New York
WCBN, New York

SPECIAL CBS SHORTWAVE BROADCASTS TO EUROPE AND THE EAST
CBS transmits on
WCBX, New York
WCRC, New York
WCDA, New York
WOOC, New York
WOOW, New York
WCBN, New York

SPECIAL BROADCASTS: WINTER-SPRING

This is a partial list of special CBS broadcasts (mostly exclusive), of two general categories, not included in the previous issue.

1. The specific sustaining broadcasts of notable public significance.

2. Programs arranged by the CBS Talks Department.

These broadcasts are scheduled on a week to week, day to day, and even, on occasion, hour to hour basis. This flexibility helps to sharpen the broadcasts from the point of view of public service and timeliness.

NOTABLE BROADCASTS:

MARCH 24: Six CBS correspondents swept across the Rhine with the Allied armies. Edward R. Murrow, CBS foreign news chief, Bill Downs and Dick Hottelet flew across. Eric Sevareid, Bill Shadell and Howard K. Smith went with the footsoldiers. Hottelet's plane caught fire, forcing him to bail out at 600 feet. Within 6 hours he was on the air. Including his report and those of the 5 other correspondents supplemented by reports from Charles Collingwood at SHAEF in Paris, Douglas Edwards and Larry Lesueur at London, Columbia, during that single day, brought to its listeners 13 separate accounts of the flaming 35-mile front.

APRIL 1 (Easter Sunday): At 9:15 a.m. EWT CBS correspondent Webley Edwards from Guam broadcast the first eye-witness account of the Okinawa invasion. Flying in a Navy photographic plane, Edwards first observed the "softening-up" bombardment by our fleet, later returned to watch landings of the first Army and Marine detachments. To cover this story, Edwards flew from Guam to Luzon to Okinawa to Guam, stopping off on the way back to refuel at Iwo Jima. He is the first reporter to fly more than 4000 miles to make a single broadcast.

APRIL 12: At 5:49 p.m. EWT John Daly, CBS reporter and news analyst, broadcast the first flash of President Roosevelt's death. From that moment until midnight Sunday, April 15, CBS broadcast a steady flow of reports and tributes. From 37 U. S. towns and cities and 14 points around the globe the network brought its listeners first hand reports of the shocked reactions of peoples of the world. CBS correspondent Don Pryor described from Admiral Turner's flagship off Okinawa the grim, unbelieving comments of that ship's company. Bill Slocum and Douglas Edwards brought news of the bereaved capitals of Paris and London. Beginning with Bill Henry's report of the swearing-in ceremonies of President Truman, the network switched to Washington 50 times during the weekend to broadcast the tributes of national leaders and foreign diplomats. From its own studios and from churches and choral groups throughout the country Columbia broadcast a total of 24 hours and 35 minutes of special dedicatory music. By midnight Sunday a total of 46 hours and 26 minutes of news, analysis, tribute and music bearing directly on the tragedy had gone out on the CBS air.

TALKS:

JANUARY 16: REPRESENTATIVE JOHN E. RANKIN took up the question of "Why we need

a permanent committee to watch un-American activities": 10:30-10:45 p.m.

JANUARY 19: Under the auspices of the Foreign Policy Association, COLONEL THE RIGHT HONORABLE OLIVER STANLEY, the Secretary of State for the Colonies in the British Cabinet, outlined "British Colonial Policy": 11:15-11:30 p.m.

JANUARY 23: From Washington, REPRESENTATIVE EMANUEL CELLER replied with the opposing view-point to Representative Rankin's position of January 16 on "Why we need a permanent committee to watch un-American activities": 10:30-10:45 p.m.

JANUARY 23: Having just returned from France where he was in close contact with Generals Eisenhower and Patton, MAURY MAVERICK, Chairman Smaller War Plants Corporation and Vice-Chairman of the War Production Board, voiced a plea for nurses for the armed services: 5:30-5:45 p.m.

JANUARY 27: "How Industry and Labor Problems are Being Handled in England" was the subject of the talk by GEORGE DICKSON, an executive member of the British Engineering and Allied Employers Association and a member of the Minister of Production's National Advisory Council: 10:45-11:00 p.m.

JANUARY 28: In connection with the celebration of India Independence Day MRS. VIJAYA LAKSHMI PANDIT, who has been associated with the Indian National Congress for nearly 20 years, spoke about "Democratic Freedom for India": 1:30-1:45 p.m.

JANUARY 30: REPRESENTATIVE PAUL J. KILDAY dealt with the issue "Work or Fight": 10:30-10:45 p.m.

FEBRUARY 3: "The meanings, implications and failure of the Japanese co-prosperity sphere for Asia" was the topic of the talk by SHAO YU-LIN, Senior Secretary of Generalissimo Chiang Kai-shek: 10:45-11:00 p.m.

FEBRUARY 6: From Washington, REPRESENTATIVE FRANK A. BARRETT and REPRESENTATIVE CHARLES W. VURSELL gave their views on the subject of the "Work or Fight" legislation: 10:30-10:45 p.m.

FEBRUARY 10: President, National Association of Manufacturers, IRA MOSHER, presented his ideas about "Manpower Legislation": 10:45-11:00 p.m.

FEBRUARY 11: "Goals of Social Security" were summarized by ARTHUR J. ALTMEYER, Chairman, Social Security Board: 1:30-1:45 p.m.

FEBRUARY 17: At a meeting designed to prepare American women to meet their returning men's enlarged horizons and to condition American women to their role in a world neighborhood, MRS. FRANKLIN D. ROOSEVELT and WILHELMINA, QUEEN OF THE NETHERLANDS, spoke on "Women of the United Nations": 3:30-3:45 p.m.

FEBRUARY 17: From Washington, J. A. KRUG, Chairman, War Production Board, set forth his opinions on "Manpower" as opposed to those expressed by Ira Mosher on February 10: 10:45-11:00 p.m.

FEBRUARY 18: Assistant Secretary of State ARCHIBALD MACLEISH and SENATOR CLAUDE PEPPER discussed "International Security": 11:30-12:00 Mid.

FEBRUARY 18: In connection with the observance of Brotherhood Week, DR. EVERETT R. CLINCHY, President, the National Conference of Christians and Jews, Inc. broadcast a talk entitled "An Idea Whose Time Has Come": 1:30-1:45 p.m.

FEBRUARY 20: GLENN L. MARTIN, one of the pioneers in the aviation industry, reported on "Air Power" from Baltimore, Md.: 11:15-11:30 p.m.

FEBRUARY 20: "The Crimea Conference" was the topic under discussion by SENATOR TOM CONNALLY, chairman of the Senate Foreign Relations Committee: 10:30-10:45 p.m.

FEBRUARY 24: The only woman appointee of the United States Delegation to the San Francisco Conference, Dean of Barnard College, VIRGINIA C. GILDERSLEEVE, delivered an address on the question "Will Our People Support Peace?": 10:45-11:00 p.m.

FEBRUARY 25: Speaking from France, MADAME PIERRE VIENNOT, one of the twelve women elected to the Consultative Assembly when French women were given the vote by the Provisional Government, told business and professional women of the United States about "The World Women Want" after the war: 1:30-1:45 p.m.

FEBRUARY 26: Chairman of the Board, Research Institute of America, Inc. and former Director of the OPA, LEON HENDERSON delivered an address on "Full Employment": 11:30-11:45 p.m.

FEBRUARY 27: Because of Senator Tom Connally's talk of February 20, SENATOR BURTON K. WHEELER offered his views on "The Crimean Conference": 10:30-10:45 p.m.

MARCH 3: In connection with the Inter-American Conference on Problems of War and Peace, NELSON ROCKEFELLER, U.S. Assistant Secretary of State, EZEQUIEL PADILLA, Mexican Foreign Secretary, and PEDRO VELLOSO, Brazilian Foreign Minister, participated in a round-table discussion of the Conference from Mexico City: 10:45-11:00 p.m.

MARCH 7: COMMANDER HAROLD E. STASSEN, former Republican Governor of Minnesota, discussed the United Nations Conference: 10:30-11:00 p.m.

MARCH 10: Under the auspices of the Post-War World Council, NORMAN THOMAS, Chairman of the Council, gave his suggestions for "Something Better than Dumbarton Oaks": 10:45-11:00 p.m.

MARCH 11: Under the auspices of the National Society for Crippled Children and Adults, Inc., PAUL V. MCNUTT, Federal Security Administrator, and Chairman, War Manpower Commission, described the care and rehabilitation of the physically handicapped: 1:30-1:45 p.m.

MARCH 13: "Opportunities in the West for Returning Veterans" were analyzed by REPRESENTATIVE HAROLD KNUTSON: 10:30-10:45 p.m.

MARCH 18: In outlining the part broadcasting has played in the war, both on the domestic scene and abroad, COLONEL THOMAS H. A. LEWIS, in charge of Armed Forces Radio Service gave his account of "Victory through 'Air' Power": 1:30-1:45 p.m.

MARCH 20: PRESIDENT FRANKLIN D. ROOSEVELT spoke in connection with the 1945 American Red Cross Campaign: 9:00-9:05 p.m.

MARCH 24: "Universal Military Training" was the point of issue of a broadcast by JAY COOKE, President, and MRS. ERNESTA BARLOW, Vice-President of the Citizens Committee for Military Training of Young Men, Inc.: 3:30-3:45 p.m.

MARCH 24: From Washington, D.C. WILLIAM L. CLAYTON, Assistant Secretary of State in charge of economic affairs discussed "Bretton Woods": 10:45-11:00 p.m.

MARCH 27: REPRESENTATIVE WILLIAM S. HILL described "Postwar Economy and the Dumbarton Oaks Conference": 10:30-10:45 p.m.

APRIL 6: Under the auspices of the Council on Foreign Relations, Secretary of State EDWARD R. STETTINIUS, JR. outlined "Dumbarton Oaks—What It Is and What It Is Not": 5:30-5:45 p.m.

APRIL 7: "The San Francisco Conference" was the subject of the broadcast by DR. D. F. FLEMING, Professor of International Relations, Vanderbilt University: 10:45-11:00 p.m.

APRIL 7: Senior YMCA Secretary for Europe, PAUL ANDERSON, delivered an address entitled "What Is France's Future?": 3:30-3:45 p.m.

APRIL 10: REPRESENTATIVE FREDERICK C. SMITH presented his views on the "Bretton Woods Proposal": 10:30-10:45 p.m.

CBS TELEVISION

On May 1, after presenting a year of live talent programs twice a week Columbia's Television Station, WCBW-NY shifted to a three-day-a-week schedule to permit greater flexibility of operation. The station now is on the air every Tuesday, Thursday and Friday. The general character of the programming follows:

TUESDAYS, 8:00-9:30 P.M. EWT

News reports and analyses by Allan Jackson, CBS News Editor.

A 15-minute vocal or dramatic program.

U.S. Gov't. and other selected films.

The Missus Goes A-Shopping, an audience participation program with John Reed King (adapted from the WABC program of the same title).

THURSDAYS, 8:00-9:00 P.M. EWT

News reports, analyses with Dwight Cooke.

U.S. Gov't. and other selected films.

Special features and dramatic programs including *Women in Wartime*, *There Ought To Be A Law*, *Opinions On Trial*, and the Metropolitan Museum productions, a group of programs visualizing the activities of the Museum which have a direct bearing on contemporary American life.

FRIDAYS, 8:00-9:30 P.M. EWT

News reports, analyses with Allan Jackson.

U.S. Gov't. and other selected films.

Amateur Boxing Bouts.

Among the notable recent broadcasts of the station was its coverage of President Roosevelt's death on April 12 last. Following the first flash the station cancelled its regular schedule for the evening and started building a program which went on the air for two solid hours at 8 p.m. EWT. It included pictorial biographies of both Roosevelt and Truman, cutting into the network's broadcasts to bring to viewers the tributes of national leaders and the reports of overseas correspondents.

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CBS PROGRAM BOOK SUPPLEMENT • JUNE 1, 1945

NEW CBS SPONSORED PROGRAMS

COMPTONE COMPANY *(2nd Week on CBS)* **Robert Trout** *News*	Saturday 6:55–7:00 p.m. 21 CBS stations ORIGINATES: WABC	Oculens Sunglasses *Byrde-Richard & Pound*

NEW CBS PACIFIC NETWORK PROGRAMS

BUTAY PRODUCTS LTD. *(1st Week on CBS)* **Meet the Missus** *Participation quiz*	Tuesday 2:45–3:00 p.m. PWT ORIGINATES: KNX	Raindrops *Glasser-Gailey & Co.*

NEW CBS CALIFORNIA NETWORK PROGRAMS

SEEMAN BROS., INC. *(5th Week on CBS)* **Howard Petrie** *News*	Mon., Wed., Fri. 12:15–12:30 p.m. PWT ORIGINATES: KNX	Air-Wick *Wm. H. Weintraub & Co., Inc.*

MONTHLY CORRECTIONS • CBS SPONSORED PROGRAMS

Page 6	**CAMPBELL SOUP COMPANY**	Change agency on "The Jack Carson Show" to Ward Wheelock Company. Change program listing as of June 20 to "The Saint"; Mystery Drama.
Page 6	**CHRYSLER CORPORATION**	Change program listing to "The Music of Morton Gould".

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CBS PROGRAM BOOK SUPPLEMENT · JULY 1, 1945

NEW CBS SPONSORED PROGRAMS

BENDIX AVIATION CORP. *(2nd Week on CBS)* **Men of Vision** *Drama*	Sunday 7:00–7:30 p.m. 141 CBS stations ORIGINATES: WABC	All Products *Grant Advertising, Inc.*
THE BORDEN COMPANY *(51st Week on CBS)* **The Jerry Wayne Show** *Variety*	Friday 7:30–8:00 p.m. *Rebroadcast* 9:00–9:30 p.m. 148 CBS stations ORIGINATES: WABC	All Products *Young & Rubicam, Inc.*

MONTHLY CORRECTIONS · CBS SPONSORED PROGRAMS

Page 4	**ANACIN COMPANY**	Cancel the "Friday on Broadway" series.
Page 5	**P. BALLANTINE & SONS**	Change program listing to "The Stuart Erwin Show."
Page 7	**CONTINENTAL CAN CO.**	Change day and time to Sunday, 6:30–7:00 p.m. through September 9th.
Page 7	**ELECTRIC COMPANIES ADVERTISING PROGRAM**	July 8 through September 9, change program listing to "The Electric Hour Summer Program" starring Robert Armbruster's Orchestra, Felix Knight, Francia White.
Page 8	**EVERSHARP, INC.**	July 5 through August 16 change program listing of Milton Berle in "Let Yourself Go" to "Ann Sothern — in Maizie." Change day and time to Thursday, 8:30–8:55 p.m. with rebroadcast 11:30–11:55 p.m. originating at KNX.

MONTHLY CORRECTIONS - CBS SPONSORED PROGRAMS (continued)

Page 7	**CRESTA BLANCA WINE CO.**	June 5 to Aug. 28 inclusive, change client listing to Schenley Laboratories, Inc.; cancel "This Is My Best": replace with "The Doctor Fights." Product: Penicillin; Agency: The Biow Co., Inc.
Page 8	**FERRY-MORSE SEED CO.**	Cancel program.
Page 8	**GENERAL FOODS CORPORATION**	"Kate Smith Hour" hiatus 6/17-9/9/45 inclusive. "Toasties Time" hiatus 6/17-9/9/45 inclusive.
Page 9	**INTERNATIONAL SILVER COMPANY**	6/17-8/12/45 inclusive, change program listing to "Silver Theatre".
Page 11	**P. LORILLARD COMPANY**	Change origination to KNX. Cancel Richard Himber's Orchestra and replace with Lou Bring's Orchestra.
Page 12	**PABST SALES CO.**	As of June 8, change program listing to "Harry James and his Music Makers."
Page 15	**SALES BUILDERS, INC.**	6/6-7/4/45 inclusive, change program listing to "Ray Noble's Orchestra and Guest Stars."

MONTHLY CORRECTIONS - CBS PACIFIC NETWORK PROGRAMS

Page 16	**CALIFORNIA PRUNE & APRICOT GROWERS ASSOCIATION**	Change listing to "Dave Vaile". Change origination to KNX.
Page 19	**VICK CHEMICAL COMPANY**	Change client listing to Benrus Watch Co. *1st week on CBS.* Product: Watches. Agency: Young & Rubicam, Inc.

Page 8	**GENERAL FOODS CORPORATION**	Change product of the "Kate Smith Speaks" program to Certo through August 31.
Page 9	**GENERAL FOODS CORPORATION**	Change product on "The Adventures of the Thin Man" to Maxwell House Coffee, and the agency to Benton & Bowles, Inc. through September 14.
Page 10	**LAMBERT PHARMACAL CO.**	Correct client name to The Lambert Co.
Page 10	**LEVER BROTHERS COMPANY**	"Lux Radio Theatre" and "The George Burns and Gracie Allen Show" hiatus July 2 through August 20.
Page 11	**LEWIS-HOWE COMPANY**	Change program listing to "The Beulah Show." Change day and time to Monday, 9:00–9:30 p.m. through August 20.
Page 11	**LIGGETT & MYERS TOBACCO COMPANY**	Cancel series.
Page 11	**THOMAS J. LIPTON INC.**	"Inner Sanctum" hiatus July 3 through August 21.
Page 11	**P. LORILLARD COMPANY**	Change program listing to "Detect & Collect," originating at WABC.
Page 12	**NOXZEMA CHEMICAL CO.**	"Mayor of the Town" hiatus July 21 through August 25.
Page 12	**PACIFIC COAST BORAX CO.**	Cancel series.
Page 13	**PILLSBURY MILLS, INC.**	Change time to 1:00–1:30 p.m.

CVS Program Book
Supplement for June
to be tipped in here

MONTHLY CORRECTIONS — CBS CONTINUED PROGRAMS (continued)		
Page 13	**THE PROCTER & GAMBLE CO.**	"The Jack Kirkwood Show" hiatus July 2 through August 17.
Page 14	**THE PROCTER & GAMBLE CO.**	"F.B.I. in Peace and War" hiatus July 7 through August 18. Change product listing on "Rosemary" to Ivory Flakes only.
Page 15	**SALES BUILDERS, INC.**	"Ray Noble's Orchestra and Guest Stars" hiatus July 11 through August 29.
Page 15	**UNITED DRUG CO.**	July 6 through September 9, change program listing to "The Rexall Summer Show" with Ray Bolger.
MONTHLY CORRECTIONS — CBS PACIFIC NETWORK PROGRAMS		
Page 16	**BEKINS VAN AND STORAGE CO.**	Change program listing to "Nelson Pringle," News Analyst.
Page 17	**GENERAL MILLS, INC.**	Change program listing to "Nelson Pringle."
Page 17	**HUNT BROS. PACKING CO.**	Change time to 7:30–8:00 p.m. through September 9; change agency to Young & Rubicam, Inc.
Page 17	**ANDREW JERGENS COMPANY**	After July 13, cancel series.
Page 19	**PLANTERS NUT AND CHOCOLATE COMPANY**	Change program listing to "Nelson Pringle," originating at KNX.
Page 19	**SOIL OFF MANUFACTURING COMPANY**	Change agency to Ruthrauff & Ryan, Inc.
MONTHLY CORRECTIONS — CBS CALIFORNIA NETWORK PROGRAMS		
Page 19	**COLDSTREAM PRODUCTS CO.**	Change day and time to Monday, 8:30–8:55 p.m.

CBS Program Book
Supplement for June
to be typed in here

Page 1	**NEW CBS CALIFORNIA NETWORK PROGRAMS**	Cancel Seeman Bros. series.

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CBS PROGRAM BOOK · AUTUMN, 1945

KEY TO FRONT COVER (same sequence as pictures)

JOAN DAVIS The Joan Davis Show Mon. 8:30 pm EWT Starts Aug. 27	LUX RADIO THEATRE Mon. 9 pm EWT Starts Aug. 27	FANNY BRICE as Baby Snooks Sun. 6:30 pm EWT Starts Sept. 16	ARTUR RODZINSKI N. Y. Phil. Symphony Orch. Sun. 3 pm EWT Starts Oct. 7	SUSPENSE Thurs. 8 pm EWT
NELSON EDDY Sun. 4:30 pm EWT Starts Sept. 17	DANNY KAYE The Danny Kaye Show Fri. 10:30 pm EWT Starts Oct. 5	MOORE AND DURANTE Durante-Moore Show Fri. 10 pm EWT Starts Sept. 14	KATE SMITH The Kate Smith Hour Fri. 8:30 pm EWT Starts Sept. 14	PENNY SINGLETON Blondie Sun. 7:30 pm EWT
JOHNSON AND HULL Vox Pop Mon. 8 pm EWT	PHIL BAKER Take It or Leave It Sun. 10 pm EWT	JAMES MELTON Texaco Star Theatre Sun. 9:30 pm EWT	FRANK SINATRA The Frank Sinatra Show Wed. 9 pm EWT Starts Sept. 5	PATRICE MUNSEL The Family Hour Sun. 5 pm EWT
ROBERT TROUT World News Today Sun. 2:30 pm EWT	MARLIN HURT The Beulah Show Sun. 8 pm EWT	LIONEL BARRYMORE Mayor of the Town Sat. 8:30 pm EWT Starts Sept. 1	HELEN HAYES Sat. 7 pm EWT Starts Sept. 8	DICK TODD Your Hit Parade Sat. 9 pm EWT
ARTHUR GODFREY Mon. thru Fri. 9:15 a m EWT	TED HUSING Sports Saturday Afternoons	ROBERT L. RIPLEY Romance, Rhythm and Ripley Thurs. 10:30 pm EWT	BERNARDINE FLYNN Vic and Sade Mon. thru Fri. 7:15 pm EWT Starts Aug. 21	ART LINKLETTER House Party Mon. thru Fri. 4 pm EWT
ANN SOTHERN Maisie Thurs. 8:30 pm EWT	REPORT TO THE NATION Sat. 10:15 pm EWT Starts Sept. 15	JESSICA DRAGONETTE Saturday Night Serenade Sat. 9:45 pm EWT	OZZIE NELSON HARRIET HILLIARD Adventures of Ozzie and Harriet Starts Aug. 12 Sun. 6 pm EWT	WILLIAM L. SHIRE Sun. 5:45 pm EWT
AMERICA IN THE AIR Sat. 7:30 pm EWT	JANE WEBB Those Websters Fri. 9:30 pm EWT	TOM HOWARD It Pays to be Ignorant Fri. 9 pm EWT	DAVE ELMAN Hobby Lobby Thurs. 9:30 pm EWT	LES TREMAYNE Adventures of the Thin Sun. 7 pm EWT

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AUTUMN, 1945

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THE COLUMBIA BROADCASTING SYSTEM

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August 1, 1945

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"Weeks on CBS" as of August 1, 1945

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
ADMIRAL CORPORATION *(147th Week on CBS)* **World News Today** *News*	Sunday 2:30–2:55 p.m. 62 CBS stations ORIGINATES: WABC	Admiral Radio Institutional *Cruttenden & Eger*
AMERICAN OIL COMPANY *(303rd Week on CBS)* **CBS World News** *News*	Thursday 6:00–6:15 p.m. 58 CBS stations ORIGINATES: WABC	Amoco-Gas, American Ga and Services *Joseph Katz Company*
Edward R. Murrow *News*	Sunday 1:45–2:00 p.m. 62 CBS stations ORIGINATES: BBC, LONDON AND WABC	
AMERICAN TOBACCO COMPANY *(482nd Week on CBS)* **Your Hit Parade** Mark Warnow's Orchestra, Dick Todd, Joan Edwards, The Hit Paraders *Music*	Saturday 9:00–9:45 p.m. 149 CBS stations ORIGINATES: WABC	Lucky Strike Cigarettes *Foote, Cone & Belding*
ANACIN COMPANY *(443rd Week on CBS)* **Our Gal Sunday** *Serial drama*	Mon. thru Fri. 12:45–1:00 p.m. 141 CBS stations ORIGINATES: WABC	Anacin *Dancer-Fitzgerald-Sample*
Ellery Queen *Mystery drama*	Wednesday 7:30–8:00 p.m. *Rebroadcast* *12:30–1:00 a.m.* 55 CBS stations 27 CBC stations ORIGINATES: WABC	*Ruthrauff & Ryan, Inc.*
ANCHOR-HOCKING GLASS CORP. *(82nd Week on CBS)* **Corliss Archer** *Dramatic series*	Thursday 9:30–10:00 p.m. 139 CBS stations ORIGINATES: KNX	Anchorglass and Fire King Ovenglass Products *William H. Weintraub & Co., Inc.*
ARMOUR & COMPANY *(112th Week on CBS)* **Hedda Hopper's Hollywood** *Woman's commentary*	Monday 7:15–7:30 p.m. *Rebroadcast* *11:15–11:30 p.m.* 147 CBS stations ORIGINATES: KNX	Meat & Dairy Products *Foote, Cone & Belding*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
ARMSTRONG CORK COMPANY *(199th Week on CBS)* **Armstrong's Theater of Today** *Drama*	Saturday 12 noon–12:30 p.m. 142 CBS stations ORIGINATES: WABC	Armstrong's Floor Coverings *Batten, Barton, Durstine & Osborn, Inc.*
P. BALLANTINE & SONS *(125th Week on CBS)* **Stuart Erwin Show** *Variety*	Monday 10:30–11:00 p.m. 43 CBS stations ORIGINATES: WABC	Ballantine Beer & Ale *J. Walter Thompson Co.*
BALLARD & BALLARD CO. *(130th Week on CBS)* **Renfro Valley Folks** *Serial drama*	Wed., Thurs., Fri., Sat. 8:15–8:30 a.m. Sunday 9:15–9:45 a.m. 26 CBS stations ORIGINATES: WHAS	Ballard's Obelisk Flour *Henri, Hurst & McDonald, Inc.*
BAYER COMPANY *(513th Week on CBS)* **American Melody Hour** with Jane Pickens, Bob Hannon, Evelyn MacGregor, Orchestra and chorus *Music*	Tuesday 7:30–8:00 p.m. 139 CBS stations ORIGINATES: WABC	Bayer Aspirin
Second Husband *Serial drama*	Mon. thru Fri. 11:15–11:30 a.m. 42 CBS stations ORIGINATES: WABC	Bayer Aspirin and Dr. Lyons *Dancer-Fitzgerald-Sample*
BENDIX AVIATION CORP. *(6th Week on CBS)* **+Men of Vision** *Drama*	Sunday 7:00–7:30 p.m. 140 CBS stations ORIGINATES: WABC	All Products *Grant Advertising, Inc.*
BORDEN CO. *(55th Week on CBS)* **+Jerry Wayne Show** *Musical*	Friday 7:30–8:00 p.m. *Rebroadcast 9:00–9:30 p.m.* 144 CBS stations ORIGINATES: WABC	All Products *Young & Rubicam, Inc.*

+ Program or client not listed in Spring Program Book

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
BOURJOIS, INC. *(315th Week on CBS)* **Romance, Rhythm & Ripley** with Ray Bloch's Orchestra, Larry Douglas, and Marion Hutton *Variety*	Thursday 10:30–11:00 p.m. 140 CBS stations ORIGINATES: WABC	Evening in Paris Perfumes & Cosmetics *Foote, Cone & Belding*
BOWEY'S, INC. *(322nd Week on CBS)* **Stars Over Hollywood** with guest stars *Original drama*	Saturday 12:30–1:00 p.m. 50 CBS stations ORIGINATES: KNX	Dari-Rich Products *Sorensen & Company*
CAMPBELL SOUP COMPANY *(555th Week on CBS)* **The Saint** *Mystery drama*	Wednesday 8:00–8:30 p.m. *Rebroadcast 12:00–12:30 a.m.* 141 CBS stations 27 CBC stations ORIGINATES: KNX	Campbell's Soups, Baked Beans, Tomato Juice *Ward Wheelock Company*
Radio Reader's Digest with William Harrison, Nathan Van Cleave's Orchestra, and guest stars *Drama*	Sunday 9:00–9:30 p.m. 141 CBS stations 27 CBC stations ORIGINATES: WABC	
CELANESE CORPORATION OF AMERICA *(186th Week on CBS)* **Great Moments in Music** with Jean Tennyson and guest stars *Music*	Wednesday 10:00–10:30 p.m. 141 CBS stations ORIGINATES: WABC	Celanese Products *Young & Rubicam, Inc*
CENTAUR DIVISION, STERLING DRUG INC. *(309th Week on CBS)* **Big Town** *Drama*	Tuesday 8:00–8:30 p.m. *Rebroadcast 12:00–12:30 a.m.* 140 CBS stations 21 CBC stations ORIGINATES: WABC	Ironized Yeast *Pedlar & Ryan, Inc.*
CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED *(351st Week on CBS)* **Dr. Christian** with Jean Hersholt *Drama*	Wednesday 8:30–8:55 p.m. *Rebroadcast 11:30–11:55 p.m.* 140 CBS stations ORIGINATES: KNX	Vaseline Preparations *McCann-Erickson, Inc*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
HRYSLER CORPORATION *490th Week on CBS)* **Don Voorhees' Orchestra** *Music*	Thursday 9:00–9:30 p.m. 143 CBS stations ORIGINATES: WABC	Institutional *Ruthrauff & Ryan, Inc.*
COLGATE-PALMOLIVE-PEET COMPANY *498th Week on CBS)* **Colgate Theater of Romance** *Drama* **Blondie** *Comedy*	Tuesday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 143 CBS stations ORIGINATES: WABC Sunday 8:00–8:30 p.m. *Rebroadcast* *11:30–12:00 mid.* 141 CBS stations ORIGINATES: KNX	Colgate Tooth Powder *Sherman & Marquette, Inc.* Super Suds *Wm. Esty & Co., Inc.*
COMPTONE CO. *11th Week on CBS)* **+Robert Trout** *News*	Saturday 6:55–7:00 p.m. 22 CBS stations ORIGINATES: WABC	Oculens Sunglasses *Byrde, Richard & Pound*
CONTINENTAL BAKING CO., INC. *551st Week on CBS)* **Bachelor's Children** *Serial drama*	Mon. thru Fri. 10:45–11:00 a.m. *Rebroadcast* *3:45–4:00 p.m.* 47 CBS stations ORIGINATES: WBBM	Wonder Bread, Hostess Cake *Ted Bates, Inc.*
CONTINENTAL CAN CO. *30th Week on CBS)* **Report to the Nation** *News dramatization*	Sunday 6:30–7:00 p.m. 142 CBS stations ORIGINATES: WABC	Institutional, Packaging, Plastic Products *Batten, Barton, Durstine & Osborn, Inc.*
REAM OF WHEAT CORP. *260th Week on CBS)* **Let's Pretend** *Drama*	Saturday 11:05–11:30 a.m. 142 CBS stations ORIGINATES: WABC	Cream of Wheat Cereal *Batten, Barton, Durstine & Osborn, Inc.*
UDAHY PACKING COMPANY *433rd Week on CBS)* **Tena & Tim** *Dramatic serial*	Mon. thru Fri. 2:45–3:00 p.m. 64 CBS stations ORIGINATES: WBBM	Old Dutch Cleanser *Grant Advertising, Inc.*

+Program or client not listed in Spring Program Book

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
CURTISS CANDY COMPANY *(252nd Week on CBS)* **News** with Warren Sweeney	Sat., Sun. 11:00–11:05 a.m. 139 CBS stations ORIGINATES: WABC	Candy *C. L. Miller Company*
ELECTRIC COMPANIES ADVERTISING PROGRAM *(100th Week on CBS)* **The Electric Hour Summer Program** with Felix Knight, Francia White and Robert Armbruster's Orchestra *Variety*	Sunday 4:30–5:00 p.m. 142 CBS stations ORIGINATES: WABC	Institutional *N. W. Ayer & Son, Inc.*
EMERSON DRUG COMPANY *(273rd Week on CBS)* **Vox Pop** with Parks Johnson and Warren Hull *Interview quiz*	Monday 8:00–8:30 p.m. *Rebroadcast* *12:30–1:00 a.m.* 141 CBS stations ORIGINATES: ON TOUR	Bromo-Seltzer *McCann-Erickson, Inc.*
EVERSHARP, INC. *(304th Week on CBS)* **Take It or Leave It** with Phil Baker and Ray Bloch's Orchestra *Quiz*	Sunday 10:00–10:30 p.m. 147 CBS stations ORIGINATES: WABC	Eversharp Pens, Pencils and Red Top Leads *The Biow Co., Inc.*
Ann Sothern in **"Maisie"** *Variety*	Thursday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 144 CBS stations ORIGINATES: KNX	
GENERAL ELECTRIC COMPANY *(178th Week on CBS)* **The World Today** *News*	Mon. thru Fri. 6:45–6:55 p.m. 136 CBS stations ORIGINATES: WABC AND REMOTE	Electronics Division *Maxon, Inc.*
G. E. House Party *Variety*	Mon. thru Fri. 4:00–4:25 p.m. 148 CBS stations ORIGINATES: KNX	Household Appliance Division *Young & Rubicam, Inc*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
GENERAL FOODS CORPORATION *(535th Week on CBS)*		
Kate Smith Hour with Kate Smith, Ted Collins, Jack Miller's Orchestra and guest stars *Variety* *Summer hiatus—June 17 thru Sept. 9*	Sunday 7:00–8:00 p.m. 144 CBS stations ORIGINATES: WABC	Jell-O Jell-O Puddings, Sanka *Young & Rubicam, Inc.*
Kate Smith Speaks Ted Collins with the News *Talks and news*	Mon. thru Fri. 12 noon–12:15 p.m. 67 CBS stations ORIGINATES: WABC	Certo *Young & Rubicam, Inc.*
Toasties Time with Fannie Brice *Variety* *Summer hiatus—June 17 thru Sept. 9*	Sunday 6:30–7:00 p.m. *Rebroadcast 10:30–11:00 p.m.* 144 CBS stations ORIGINATES: KNX	Post Toasties *Benton & Bowles, Inc.*
Two On A Clue *Serial drama*	Mon. thru Fri. 2:00–2:15 p.m. 71 CBS stations ORIGINATES: WABC	LaFrance, Satina, Postum *Young & Rubicam, Inc.*
The Aldrich Family *Comedy*	Friday 8:00–8:30 p.m. *Rebroadcast 12:00 mid.–12:30 a.m.* 140 CBS stations 27 CBC stations ORIGINATES: WABC	Postum *Young & Rubicam, Inc.*
The Adventures of the Thin Man *Mystery*	Friday 8:30–8:55 p.m. *Rebroadcast 12:30–12:55 a.m.* 140 CBS stations 27 CBC stations ORIGINATES: WABC	Maxwell House Coffee *Benton & Bowles, Inc.*
GENERAL MILLS, INC. *(583rd Week on CBS)*		
Light of the World *Serial drama*	Mon. thru Fri. 10:15–10:30 a.m. *Rebroadcast 11:30–11:45 a.m.* 61 CBS stations ORIGINATES: WABC	Kitchen Tested Flour *Dancer-Fitzgerald-Sample*
Valiant Lady *Serial drama*	Mon. thru Fri. 10:00–10:15 a.m. *Rebroadcast 11:15–11:30 a.m.* 60 CBS stations ORIGINATES: WABC	Cheeri-Oats *Dancer-Fitzgerald-Sample*

AGENT AND PROGRAM	TIME	PRODUCT AND AGENCY
B. F. GOODRICH CO. *(124th Week on CBS)* **Meaning of the News** with Joseph C. Harsch *News*	Mon. thru Fri. 6:55–7:00 p.m. 140 CBS stations ORIGINATES: WABC	Rubber Goods *Batten, Barton, Durstine & Osborn, Inc.*
GULF OIL CORPORATION *(598th Week on CBS)* **We the People** with Milo Boulton and Oscar Bradley's Orchestra *Real life experiences*	Sunday 10:30–11:00 p.m. 104 CBS stations ORIGINATES: WABC	Motor Oil and Gas *Young & Rubicam, Inc.*
THE HUDSON COAL COMPANY *(97th Week on CBS)* **CBS News of the World** *News*	Sunday 9:00–9:15 a.m. 21 CBS stations ORIGINATES: WABC	"D&H" Anthracite *The Clements Co., Inc.*
INTERNATIONAL SILVER COMPANY *(387th Week on CBS)* **Silver Theatre** *Drama*	Sunday 6:00–6:30 p.m. 142 CBS stations 21 CBC stations ORIGINATES: KNX	International Sterling and 1847 Rogers Bros. Silverplate *Young & Rubicam, Inc.*
JOHNS-MANVILLE CORPORATION *(208th Week on CBS)* **Bill Henry** *News*	Mon. thru Fri. 8:55–9:00 p.m. 63 CBS stations ORIGINATES: WABC, WTOP	Insulating Materials *J. Walter Thompson Co.*
JOHNSON & JOHNSON *(225th Week on CBS)* **Edwin C. Hill** The Human Side of the News *News*	Tuesday 6:15–6:30 p.m. *Rebroadcast 12:30–12:45 a.m.* 140 CBS stations ORIGINATES: WABC	Surgical Dressings *Young & Rubicam, Inc.*
KOLYNOS COMPANY *(651st Week on CBS)* **Mr. Keen, Tracer of Lost Persons** *Mystery drama*	Thursday 7:30–8:00 p.m. 51 CBS stations ORIGINATES: WABC	Kolynos Tooth Powder and Toothpaste
The Romance of Helen Trent *Serial drama*	Mon. thru Fri. 12:30–12:45 p.m. 142 CBS stations ORIGINATES: WABC	Kolynos and Bisodol *Dancer-Fitzgerald-Sample*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
LADY ESTHER, LTD. *(607th Week on CBS)* **Screen Guild Players** *Drama*	Monday 10:00–10:30 p.m. 141 CBS stations ORIGINATES: KNX	Face Powder, Face Cream, Rouge, Lipstick and Nail Polish *The Biow Co., Inc.*
LAMBERT CO. *(190th Week on CBS)* **The Billie Burke Show** *Household advice*	Saturday 11:30–12 Noon 146 CBS stations ORIGINATES: KNX	Listerine Tooth Powder *Lambert & Feasley, Inc.*
LEVER BROTHERS COMPANY *(521st Week on CBS)* **Lux Radio Theater** Famous Plays with Famous Stars and Lou Silvers' Orchestra *Drama* *Summer hiatus—July 2 thru Aug. 20*	Monday 9:00–10:00 p.m. 144 CBS stations 21 CBC stations ORIGINATES: KNX	Lux Soap & Flakes *J. Walter Thompson Co.*
The George Burns and Gracie Allen Show *Comedy—Variety* *Summer hiatus—July 2 thru Aug. 20*	Monday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 142 CBS stations ORIGINATES: KNX	Swan Soap *Young & Rubicam, Inc.*
Aunt Jenny's Real Life Stories *Dramatic sketches*	Mon. thru Fri. 11:45–12 noon 80 CBS stations 21 CBC stations ORIGINATES: WABC	Spry *Ruthrauff & Ryan, Inc.*
Big Sister *Serial drama*	Mon. thru Fri. 12:15–12:30 p.m. 142 CBS stations 21 CBC stations ORIGINATES: WABC	Rinso *Ruthrauff & Ryan, Inc.*
A Woman's Life *Serial drama*	Mon. thru Fri. 11:30–11:45 a.m. *Rebroadcast* *3:30–3:45 p.m.* 141 CBS stations ORIGINATES: WABC	Swan Soap *Young & Rubicam, Inc.*
LEWIS-HOWE COMPANY *(164th Week on CBS)* **The Beulah Show** *Comedy show*	Monday 9:00–9:30 p.m. 54 CBS stations ORIGINATES: KNX	Tums *Roche, Williams & Cleary, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
THOMAS J. LIPTON INC. *(93rd Week on CBS)* **Inner Sanctum** *Mystery drama* *Summer hiatus—July 3 thru Aug. 21*	Tuesday 9:00–9:30 p.m. 139 CBS stations ORIGINATES: WABC	Lipton Tea and Continental Soup Mix *Young & Rubicam, Inc.*
P. LORILLARD COMPANY *(396th Week on CBS)* **Detect and Collect** *Variety-quiz*	Wednesday 9:30–10:00 p.m. 140 CBS stations ORIGINATES: WABC	Old Gold Cigarettes *Lennen & Mitchell, Inc*
MANHATTAN SOAP CO. INC. *(232nd Week on CBS)* **The Strange Romance of Evelyn Winters** *Dramatic serial*	Mon. thru Fri. 10:30–10:45 a.m. *Rebroadcast* *5:00–5:15 p.m.* 146 CBS stations ORIGINATES: WABC	Sweetheart Soap *Duane Jones Co.*
NOXZEMA CHEMICAL CO. *(152nd Week on CBS)* **Mayor of the Town** with Lionel Barrymore *Drama* *Summer hiatus—July 21 thru Aug. 25*	Saturday 8:00–8:30 p.m. *Rebroadcast* *10:15–10:45 p.m.* 58 CBS stations ORIGINATES: KNX	All Products *Ruthrauff & Ryan, Inc.*
PABST SALES CO. *(122nd Week on CBS)* **Harry James** and his Music Makers *Comedy variety*	Friday 10:30–11:00 p.m. 139 CBS stations ORIGINATES: WABC	Pabst Blue Ribbon Beer *Warwick & Legler, Inc.*
PAN AMERICAN PETROLEUM CORPORATION *(12th Week on CBS)* **Edward R. Murrow** *News*	Sunday 1:45–2:00 p.m. 9 CBS stations ORIGINATES: BBC, LONDON AND WABC	Petroleum Products *Fitzgerald Advertising Agency*
THE PARKER PEN CO. *(161st Week on CBS)* **Ned Calmer and the News**	Sat., Sun. 8:55–9:00 p.m. 140 CBS stations ORIGINATES: WABC	Pens, Pencils Quink *J. Walter Thompson Co.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
PET MILK SALES CORPORATION *(610th Week on CBS)* **Saturday Night Serenade** Bill Perry, tenor; Jessica Dragonette, soprano; Warren Sweeney, Gustave Haenschen's Orchestra and Chorus *Music*	Saturday 9:45–10:15 p.m. 70 CBS stations ORIGINATES: WABC	400-D Pet Milk *Gardner Advertising Company*
Mary Lee Taylor Home Economist *Talks*	Saturday 10:30–11:00 a.m. *Rebroadcast* *2:00–2:30 p.m.* 84 CBS stations ORIGINATES: KMOX	
CHARLES H. PHILLIPS CHEMICAL CO. *(402nd Week on CBS)* **Amanda** *Serial drama*	Mon. thru Fri. 11:00–11:15 a.m. 41 CBS stations ORIGINATES: WABC	Phillips Toothpaste, Energine and Phillips Milk of Magnesia Tablets *Dancer-Fitzgerald-Sample*
PHILIP MORRIS & COMPANY, LTD., INC. *(468th Week on CBS)* **Crime Doctor** *Mystery drama*	Sunday 8:30–8:55 p.m. *Rebroadcast* *11:00–11:25 p.m.* 139 CBS stations ORIGINATES: WABC	Philip Morris Cigarettes *The Biow Co., Inc.*
It Pays To Be Ignorant *Comedy*	Friday 9:00–9:30 p.m. *Rebroadcast* *11:30 p.m.–12 mid.* 139 CBS stations ORIGINATES: WABC	
PILLSBURY MILLS, INC. *(359th Week on CBS)* **Grand Central Station** *Drama*	Saturday 1:00–1:30 p.m. 119 CBS stations ORIGINATES: WABC	All Products *McCann-Erickson, Inc.*
PRINCE MATCHABELLI, INC. *(20th Week on CBS)* **The Stradivari Orchestra** *Music*	Sunday 2:00–2:30 p.m. 135 CBS stations ORIGINATES: WABC	Perfumes and Cosmetics *Morse International, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
THE PROCTER & GAMBLE CO. *(561st Week on CBS)*	Mon. thru Fri. 1:45–2:00 p.m. 75 CBS stations ORIGINATES: WABC	Duz *Compton Advertising, Inc.*
Young Dr. Malone *Serial drama*		
The Jack Kirkwood Show *Variety* *Summer hiatus—July 2 thru Aug. 17*	Mon. thru Fri. 7:00–7:15 p.m. *Rebroadcast 11:00–11:15 p.m.* 74 CBS stations ORIGINATES: KNX	Ivory Soap Oxydol *Compton Advertising, Inc.*
Life Can Be Beautiful *Serial drama*	Mon. thru Fri. 1:00–1:15 p.m. 58 CBS stations ORIGINATES: WABC	Ivory Soap *Compton Advertising, Inc.*
Ma Perkins *Serial drama*	Mon. thru Fri. 1:15–1:30 p.m. 72 CBS stations ORIGINATES: WBBM	Oxydol *Dancer-Fitzgerald-Sample*
Radio Newspaper with Margaret MacDonald *News*	Mon. thru Fri. 1:30–1:45 p.m. 42 CBS stations ORIGINATES: WABC	Crisco *Compton Advertising, Inc.*
Perry Mason *Serial drama*	Mon. thru Fri. 2:30–2:45 p.m. 49 CBS stations ORIGINATES: WABC	Camay *Pedlar & Ryan, Inc.*
F.B.I. in Peace and War *Drama* *Summer hiatus—July 7 thru Aug. 18*	Saturday 8:30–8:55 p.m. *Rebroadcast 11:30–11:55 p.m.* 86 CBS stations ORIGINATES: WABC	Lava Soap *The Biow Co., Inc.*
Rosemary *Serial drama*	Mon. thru Fri. 2:15–2:30 p.m. 74 CBS stations ORIGINATES: WABC	Ivory Flakes *Compton Advertising, Inc.*
PRUDENTIAL INSURANCE COMPANY OF AMERICA *(321st Week on CBS)*	Sunday 5:00–5:45 p.m. 124 CBS stations ORIGINATES: WABC	Insurance Services *Benton & Bowles, Inc.*
Prudential Family Hour with Eileen Farrell, Jack Smith, Al Goodman's Orchestra, and chorus *Music*		

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
THE QUAKER OATS COMPANY *(192nd Week on CBS)* **Those Websters** *Comedy drama*	Friday 9:30–10:00 p.m. 139 CBS stations ORIGINATES: WBBM	Quaker Food Products *Ruthrauff & Ryan, Inc.*
R. J. REYNOLDS TOBACCO COMPANY *(638th Week on CBS)* **Thanks to the Yanks** with Bob Hawk *Quiz*	Monday 7:30–8:00 p.m. *Rebroadcast* *10:30–11:00 p.m.* 147 CBS stations ORIGINATES: WABC	Camel Cigarettes Prince Albert Smoking Tobacco *William Esty & Co., Inc.*
ROMA WINE CO., INC. *(125th Week on CBS)* **Suspense** *Mystery drama*	Thursday 8:00–8:30 p.m. *Rebroadcast* *12 mid.–12:30 a.m.* 80 CBS stations ORIGINATES: KNX	Roma Wines *The Biow Co., Inc.*
SALES BUILDERS, INC. *(30th Week on CBS)* **The Frank Sinatra Show** *Variety* *Summer hiatus – July 11 thru Aug. 29*	Wednesday 9:00–9:30 p.m. 143 CBS stations ORIGINATES: KNX	Max Factor Cosmetics *Smith & Drum, Inc.*
+SCHENLEY LABORATORIES, INC. *(120th Week on CBS)* **+The Doctor Fights** *Drama*	Tuesday 9:30–10:00 p.m. 66 CBS stations ORIGINATES: KNX	Penicillin *The Biow Co., Inc.*
SOUTHERN COTTON OIL CO. *(146th Week on CBS)* **Irene Beasley** *Songs*	Mon. thru Fri. 3:00–3:15 p.m. 55 CBS stations ORIGINATES: WABC	Wesson Oil and Snowdrift *Kenyon & Eckhardt, Inc.*
E. R. SQUIBB & SONS *(264th Week on CBS)* **Jimmy Carroll Sings** Squibb Chorus and Ted Dale and his orchestra *Music*	Mon., Wed., Fri. 6:15–6:30 p.m. 139 CBS stations ORIGINATES: WABC	Squibb Products *Geyer, Cornell & Newell, Inc.*

+Program or client not listed in Spring Program Book

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
THE TEXAS COMPANY *(399th Week on CBS)* **Texaco Star Theater** James Melton and Al Goodman's Orchestra *Variety*	Sunday 9:30–10:00 p.m. 143 CBS stations ORIGINATES: WABC	Texaco Products *Buchanan & Co., Inc.*
UNITED DRUG CO. *(17th Week on CBS)* **The Rexall Summer Show** with Ray Bolger and Roy Bargy's Orchestra *Variety*	Friday 10:00–10:30 p.m. 150 CBS stations ORIGINATES: KNX	Drugs *N. W. Ayer & Sons, Inc.*
UNITED STATES RUBBER CO. *(166th Week on CBS)* **New York Philharmonic-Symphony** *Music* *Summer hiatus—Aug. 19 thru Sept. 30*	Sunday 3:00–4:30 p.m. 138 CBS stations ORIGINATES: WABC	Institutional *Campbell-Ewald Co., Inc.*
J. B. WILLIAMS COMPANY *(86th Week on CBS)* **William L. Shirer** *News*	Sunday 5:45–6:00 p.m. 142 CBS stations ORIGINATES: WABC	Williams Shaving Cream *J. Walter Thompson Co.*
WM. WRIGLEY, JR., COMPANY *(684th Week on CBS)* **America in the Air** *Air Corps dramatic series*	Saturday 7:30–8:00 p.m. *Rebroadcast 11:00–11:30 p.m.* 142 CBS stations ORIGINATES: WBBM	Chewing Gum *J. Walter Thompson Co.*
The First Line *Navy dramatic series*	Thursday 10:00–10:30 p.m. 141 CBS stations ORIGINATES: WBBM	Chewing Gum *Arthur Meyerhoff & Co.*
Service to the Front *Army dramatic series*	Tuesday 10:00–10:30 p.m. 141 CBS stations ORIGINATES: WBBM	
COLUMBIA PACIFIC NETWORK		
BEKINS VAN AND STORAGE CO. *(201st Week on CBS)* **Nelson Pringle** *News*	Mon., Wed., Fri. 5:30–5:45 p.m. PWT ORIGINATES: KQW	Moving and Storage *Brooks Advertising Agency*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
†BENRUS WATCH CO. *(10th Week on CBS)* **†Dave Vaile** *News*	Tues., Wed., Thurs. 8:55–9:00 p.m. PWT ORIGINATES: KNX	Watches *Young & Rubicam, Inc.*
†BU-TAY PRODUCTS, LTD. *(10th Week on CBS)* **Meet the Missus** *Participation quiz*	Tuesday 2:45–3:00 p.m. PWT ORIGINATES: KNX	Raindrops—Water Softener *Glasser-Gailey & Co.*
CALIFORNIA PRUNE & APRICOT GROWERS ASSOCIATION *(176th Week on CBS)* **Dave Vaile** *News*	Saturday 8:55–9:00 p.m. PWT ORIGINATES: KNX	Sunsweet Prunes and Apricots *Long Advertising Service*
CAMPANA SALES CORP. *(279th Week on CBS)* **Don't You Believe It** *Narrative-Drama*	Saturday 9:45–10:00 p.m. PWT ORIGINATES: KNX	Solitair Cake Make-up and Campana Cream Balm *Wallace-Ferry-Hanly Co.*
COLONIAL DAMES, INC. *(292nd Week on CBS)* **Song of the Week** *Music* **Meet The Missus** *Participation quiz*	Sunday 8:25–8:30 p.m. PWT ORIGINATES: KNX Tuesday 2:30–2:45 p.m. PWT ORIGINATES: KNX	Cosmetics *Abbott Kimball Co., Inc.*
DAY & NIGHT MANUFACTURING CO. *(43rd Week on CBS)* **Dr. Wallace Sterling** *News*	Monday 8:55–9:00 p.m. PWT ORIGINATES: KNX	Water Heaters & Equipment *Hixson-O'Donnell Adv. Inc.*
P. DUFF & SONS, INC. *(96th Week on CBS)* **Meet The Missus** *Participation quiz*	Mon., Wed., Fri. 2:45–3:00 p.m. PWT ORIGINATES: KNX	Ready-To-Bake Mixes *W. Earl Bothwell Advertising Agency*

† *Program or client not listed in Spring Program Book*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
EDISON BROTHERS STORES *(15th Week on CBS)* **Meet The Missus** *Participation quiz*	Thursday 2:30–2:45 p.m. PWT ORIGINATES: KNX	Shoes *Adolph Wendland*
"42" PRODUCTS, INC. *(61st Week on CBS)* **This Is My Story** *Drama*	Saturday 9:00–9:30 p.m. PWT ORIGINATES: KNX	Hair Oil & Other Products *Hillman-Shane-Breyer, Inc.*
GALLENKAMP STORES CO. *(66th Week on CBS)* **Tobe Reed** *Human Interest News*	Friday 9:55–10:00 p.m. PWT ORIGINATES: KNX	Shoes *Long Advertising Service*
GENERAL MILLS, INC. *(583rd Week on CBS)* **Nelson Pringle** *News analysis*	Mon. thru Fri. 7:45–8:00 a.m. PWT ORIGINATES: KQW	Wheaties *Knox Reeves Advertising, Inc.*
GENERAL PETROLEUM CORP. OF CALIF. *(104th Week on CBS)* **Hollywood Preview** with Otto Kruger *Drama*	Tuesday 7:30–8:00 p.m. PWT ORIGINATES: KNX	All Products *Smith & Drum, Inc.*
HUNT BROS. PACKING CO. *(71st Week on CBS)* **I Was There** *Real life experiences*	Sunday 7:30–8:00 p.m. PWT ORIGINATES: KNX	All Products *Young & Rubicam, Inc.*
KELITE PRODUCTS, INC. *(39th Week on CBS)* **Dr. Wallace Sterling** *News analysis*	Saturday 7:45–8:00 a.m. PWT ORIGINATES: KNX	"Kenu" Chemical, Household Cleaner *Little & Co.*
L. B. LABORATORIES, INC. *(22nd Week on CBS)* **Meet The Missus** *Participation quiz*	Thursday 2:45–3:00 p.m. PWT ORIGINATES: KNX	L B Hair Oil *Glasser-Gailey & Co.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
MANHATTAN SOAP CO. *(232nd Week on CBS)* **Bob Andersen** *News*	Mon., Wed., Fri. 7:30–7:45 a.m. PWT ORIGINATES: KNX	Sweetheart Soap *Duane Jones Co.*
THE MENNEN CO. *(280th Week on CBS)* **Bob Andersen** *News*	Tues., Thurs., Sat. 7:30–7:45 a.m. PWT ORIGINATES: KNX	Mennen Shave Cream *Duane Jones Co.*
M J B COMPANY *(19th Week on CBS)* **Meet The Missus** *Participation quiz*	Friday 2:30–2:45 p.m. PWT ORIGINATES: KNX	M J B Rice and M J B Tea *Batten, Barton, Durstine & Osborn, Inc.*
NATIONAL LEAD CO. *(88th Week on CBS)* **Trading Post** *Audience participation*	Sunday 5:30–5:55 p.m. PWT ORIGINATES: KNX	Dutch Boy Paint *Erwin, Wasey & Co., Inc.*
PETER PAUL, INC. *(250th Week on CBS)* **Truman Bradley** *News*	Mon., Wed., Fri. 5:45–5:55 p.m. PWT ORIGINATES: KNX	Mounds, Ten Crown Activated Charcoal Gum, Walnettos *Brisacher, Van Norden & Staff*
PLANTERS NUT AND CHOCOLATE COMPANY *(248th Week on CBS)* **Nelson Pringle** *News analysis* **The Adventures of Bill Lance** *Mystery drama*	Tues., Thurs., Sat. 5:30–5:45 p.m. PWT ORIGINATES: KQW Sunday 9:00–9:30 p.m. PWT ORIGINATES: KNX	All Products *Erwin, Wasey & Company*
SIGNAL OIL COMPANY *(111th Week on CBS)* **The Whistler** *Mystery drama*	Monday 9:00–9:30 p.m. PWT ORIGINATES: KNX	All Products *Barton A. Stebbins*

COLUMBIA CALIFORNIA NETWORK

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
SOIL OFF MANUFACTURING COMPANY *(234th Week on CBS)* **Truman Bradley** *News*	Tues., Thurs., Sat. 5:45–5:55 p.m. PWT ORIGINATES: KNX	"Soil Off" for all painted surfaces *McCann-Erickson, Inc.*
COLDSTREAM PRODUCTS CO. *(41st Week on CBS)* **Money on the Line** *Quiz*	Monday 8:30–8:55 p.m. PWT ORIGINATES: KNX	Sunnybank Margarine *McCann-Erickson, Inc.*
FERRY-MORSE SEED CO. *(17th Week on CBS)* **+Gardening Program**	Saturday 10:30–10:45 p.m. PWT ORIGINATES: KQW	Seeds *MacManus, John & Adams, Inc.*
WILSHIRE OIL COMPANY *(48th Week on CBS)* **That's a Good Idea** *Drama*	Saturday 9:30–9:45 p.m. PWT ORIGINATES: KNX	Petroleum Products *Dan B. Miner Agency*
YELLOW CAB CO. *(69th Week on CBS)* **The Story Teller** *Narration*	Saturday 7:45–8:00 p.m. PWT ORIGINATES: KQW	Cab Service *Rhoades & Davis*

+Program or client not listed in Spring Program Book

CBS SUSTAINING PROGRAMS

are chosen because they are *timely, exciting* and *balanced*. These three standards of selection produce a diverse, flexible program schedule, carefully designed to win and retain the interest of millions of listeners. To maintain its flexibility—to continue to present the most highly contemporary and most stimulating sustaining programs on the air—Columbia finds it necessary from time to time to alter some details in its schedule. These day-to-day and even hour-to-hour changes are reported, when possible, in local newspaper radio listings.

For your convenience, the Columbia sustaining programs listed on the following pages are grouped in these classifications:

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PROGRAM AND TIME	DESCRIPTION
News Broadcasts 8:00–8:15 a.m. 11:00–11:10 p.m. MONDAY THRU SATURDAY 9:00–9:15 a.m. SUNDAY THRU SATURDAY 4:25–4:30 p.m. MONDAY THRU FRIDAY	Columbia's air reporters—at the fighting fronts, in foreign capitals, in New York and in Washington—cover the war in a regular news pattern, so dovetailed with sponsored news programs as to afford frequent reports throughout the day.
News Summaries 1:00 a.m. SUNDAY THRU SATURDAY 6:00–6:15 p.m. EACH SATURDAY **World Today** 6:45–6:55 p.m. EACH SATURDAY	Edward R. Murrow, Larry Lesueur, and Douglas Edwards report from London; Richard C. Hottelet from Berlin; Charles Collingwood from Paris; Winston Burdett from the Mediterranean; Farnsworth Fowle from Moscow; William J. Dunn, John Adams and George Moorad from the Philippines; Webley Edwards, Tim Leimert, Bill Downs, Gene Rider, Don Pryor from Pacific area; Glen Akins from Chungking; Quincy Howe, Robert Trout, John Daly, Major George Fielding Eliot, Eric Sevareid, Bill Slocum, Jr., William L. Shirer, Ned Calmer, Harry Marble, Harry Clark, Charles Shaw and Allan Jackson from New York; Bill Henry, Joseph C. Harsch, William Costello, Cliff Allen, Bob Evans, Joe McCaffrey, Tris Coffin and Bill Shadell, from Washington.
News Analyses 11:10–11:15 p.m. SUNDAY THRU SATURDAY	William L. Shirer Robert Trout Major George Fielding Eliot Quincy Howe Ned Calmer Bill Henry (See also sponsored news programs)
Report from Washington 4:00–4:15 p.m. EACH SATURDAY	From Columbia's news bureau in Washington, one of Columbia's ace reporters will present an informal weekly summary of diplomatic, political and legislative trends.

PROGRAM AND TIME	DESCRIPTION
Report from Overseas 4:15–4:30 p.m. EACH SATURDAY	A weekly radio column in which CBS' foreign correspondents report the latest news and activities of the armed forces in the various war theatres.
Feature Story 4:30–4:45 p.m. MONDAY THRU FRIDAY	Members of CBS' world-wide staff of news correspondents bring to the microphone the many human interest stories that lie under the surface of the latest military and political events and usually miss being told.
Service Time 5:00–5:30 p.m. MONDAY THRU FRIDAY	Presented in cooperation with the fighting forces, this program devotes itself to the branches of the armed service, spotlighting the activities and experiences of the men of a different branch each day. Various service bands and glee clubs are featured. and high ranking officials make personal appearances. There are also interviews with personnel returned from combat zones. MONDAY—Waves on Parade TUESDAY—It's Maritime WEDNESDAY—Wacs on Parade THURSDAY—Weapons for Victory FRIDAY—AAF Scrap Book
Calling Pan-America 6:15–6:45 p.m. EACH THURSDAY	CBS draws the Americas closer together with this weekly program shortwaved from Latin-American capitals. The series "calls" a different nation to the microphone each Thursday, and presents a vivid radio picture of its life, culture and music.
G.I. Laffs 8:30–8:55 p.m. EACH THURSDAY	Gags, jokes, and sketches submitted from men in the Armed Forces, and adapted from service publications provide material for this comedy-variety program. William Gargan emcees and plays host to guest celebrities, and a "singing-Pin-Up Girl" each week.

PROGRAM AND TIME	DESCRIPTION
Youth on Parade 10:00–10:30 a.m. EACH SATURDAY	A fast-paced musical variety show by and for the youth of America. Each week the Junior Workshop players dramatize a scene in the life of a great American. The climax of every program is the presentation of the Youth-On-Parade War-Service Award to a boy, girl, or youth group.
Your Marine Corps 3:00–3:30 p.m. EACH SATURDAY	From the Marine Barracks in Washington originates a complete world round-up of U.S. Marine Corps news. Interviews with Leatherneck officers and enlisted men, and pickups from Marine bases in the United States and overseas, are highlighted. The U. S. Marine Band furnishes background music.
Ten From Tokyo 3:45–4:00 p.m. EACH SATURDAY	To help pierce the cloak of anonymity with which Japan has deliberately obscured its industrial and political leaders, this documentary biographical series portrays a different leader each week, and shows us that we face a ruthlessly intelligent, skillful wager of total war.
We Deliver the Goods 5:00–5:30 p.m. EACH SATURDAY	Maritime Service plans for postwar shipping are depicted in dramatizations of merchant seamen as they visit various ports of call throughout the world and learn the opportunities for a career in the foreign trade. Native music and customs of each country highlight the stories.
The Land Is Bright 8:00–8:30 p.m. EACH SATURDAY	An enlightening almanac of life in America, this series depicts the particular flavor of our national habits and institutions. Each week the theme reflects the bright note in the American scene, and contrasts it with conditions in other parts of the world.

PROGRAM AND TIME	DESCRIPTION	
Assignment Home 10:15–10:45 p.m. EACH SATURDAY	In collaboration with the Army Service Forces, CBS is rebroadcasting special significant programs dealing with veteran rehabilitation problems. High ranking Army officials participate in the show which is designed to illustrate and explore the complex situations involved in readjusting the veteran to civilian life.	**WAR PROGRAMS**
Transatlantic Call: People to People 12:30–1:00 p.m. EACH SUNDAY	On alternate Sundays the British Broadcasting Corporation and the Columbia Broadcasting System shake hands across the ocean. In this half hour program, British and American audiences are presented with a picture of the national characteristics and attitudes of the two countries. The audiences of the two nations learn the reasons for the apparent differences between them, at the same time realizing the basic similarity in their attitudes and behavior.	
Problems of the Peace 1:30–1:45 p.m. EACH SUNDAY	Lyman Bryson, CBS Director of Postwar Studies and Educational Broadcasts, and Professor of Education at Columbia University, in a series of weekly talks designed to stimulate enlightened public opinion on questions of national and international postwar reconstruction. The series comprises a factual, comprehensive discussion of the important issues of the day as they arise, as well as an analysis of the questions raised at Dumbarton Oaks, such as treatment of defeated aggressor nations, international tariffs, economic rehabilitation, etc.	
Eileen Farrell 6:30–6:45 p.m. MONDAY AND FRIDAY	The gifted CBS soprano sings selections of classical songs and arias. She is accompanied by the Columbia Concert Orchestra.	**SERIOUS MUSIC**

PROGRAM AND TIME	DESCRIPTION
Invitation to Music 11:30–12:00 midnight EACH WEDNESDAY	Distinguished soloists with the Columbia Broadcasting Symphony give new emphasis to the comparatively unfamiliar but nevertheless important works of the great composers. Guest artists will include: Eileen Farrell, soprano, Martial Singher, Metropolitan Opera tenor, and Dorothy Kirsten, soprano.
E. Power Biggs, Organist 9:15–9:45 a.m. EACH SUNDAY	Playing in the Germanic Museum at Harvard University, he will be joined by members of the Boston Symphony Orchestra to perform works for organ and various instrumental combinations.
New Voices in Song 9:45–10:00 a.m. EACH SUNDAY	These programs are designed to offer broadcast opportunities to young American singers who CBS feels have exceptional promise. The singers are selected from the many young aspirants auditioned by the Columbia Broadcasting System.
Salt Lake Tabernacle Choir and Organ 12 noon–12:30 p.m. EACH SUNDAY	J. Spencer Cornwall assisted by Richard P. Coudie conducts the Tabernacle Choir in this oldest consecutively presented radio series. Organists are Alexander Schreiner, Dr. Frank Asper and Wade N. Stephens. The "Spoken Word" is by Richard Evans.
Columbia Broadcasting Symphony 3:00–4:30 p.m. EACH SUNDAY *August 19th–September 30th*	CBS presents a new series of concerts under the direction of its symphonic conductor, Bernard Herrmann, and Fritz Reiner. Mr. Reiner's programs include: *Lieutenant Kije* by Prokofieff, *Symphony No. 6* of Shostakovich, Mozart's *Piano Concerto in A Major* played by Ania Dorfmann, and de Falla's *El Amor Brujo* with Carol Brice as soloist. Bernard Herrmann will conduct: the *Second Symphony* by Sibelius, *Faust Symphony* by Liszt, and Elgar's *Falstaff* as well as several smaller works.

PROGRAM AND TIME	DESCRIPTION
Sing Along Club 3:30–4:00 p.m. MONDAY THRU FRIDAY	The Landt Trio offers its listeners a light-hearted, fast-paced program inviting them to join in singing their favorite songs. Add the daily musical quiz and the unique style of Carol Ames' voice for a half hour of delightful entertainment.
The Johnson Family Singers 4:45–5:00 p.m. EACH MONDAY	A southern family with Ma and Pa and four youngsters, the singing Johnsons bring a quarter hour of colorful music. They sing hymns, folk songs and popular selections to the accompaniment of piano and guitar.
Danny O'Neil 7:15–7:30 p.m. TUESDAY THRU FRIDAY	The popular tenor, formerly with the Bluejacket Choir, sings the top tunes of the day as well as old favorites and romantic ballads, accompanied by Ruby Newman's orchestra.
Barnyard Follies 2:30–3:00 p.m. EACH SATURDAY	The National Hillbilly Champions are featured in a musical variety show from KMOX. The cast stars instrumentalists, singers and comedians including yodeling champion Skeets Yaney, Sally Foster and Her Ranchers and hillbilly fiddler and singer Al Bland.
Treasury Bandstand 5:30–6:00 p.m. EACH SATURDAY	Outstanding bands with guest stars make this quarter hour a pleasant relaxation. Tommy Tucker will start off the parade followed by George Olsen, Henry King and Nat Brandywine.
Viva America! 8:30–8:55 p.m. EACH SATURDAY	An entertaining musical review broadcast simultaneously in U.S., Latin America, and throughout other parts of the world, highlights the colorful and authentic rhythms of all the Americas. Vera Holly, North American song stylist and various Pan-American artists add their talent to a colorful "good neighbor show."
Bluejacket Choir 11:05–11:30 p.m. EACH SUNDAY	The Great Lakes Naval Training Station choir of singing sailors offer selections of hymns, anthems, and ballads, followed by the Navy Negro Octet in selections of noted spirituals.

PROGRAM AND TIME	DESCRIPTION
This Life is Mine 9:45–10:00 a.m. MONDAY THRU FRIDAY	A gay, urbane, romantic serial with the swift contrast of comedy against emotional crises distinguishes this show. The inventive plot concerns the romance of a small town school teacher married to a young aviator. A variety of ingenious situations create a story that is firm and fast-paced.
Time to Remember 3:00–3:15 p.m. MONDAY THRU FRIDAY	Milton Bacon draws from his rich fund of regional legends and true stories which he has collected after many years of travel into every state of the union. Many of the stories are dramatized in this unique program of American folklore.
Michael Scott Presents 3:15–3:30 p.m. MONDAY THRU FRIDAY	Michael Scott relates a condensed version of some of the world's great novels. The narratives are supplemented with dramatizations of particular episodes. Classics to be adapted in the current series are: *The Count of Monte Cristo* and *The Three Musketeers.*
Cimarron Tavern 5:30–5:45 p.m. MONDAY THRU FRIDAY	The color and high adventure that marked the opening of America's southwest is again recreated. The thrilling escapades of early settlers, and the pageantry of the past all add to make the story of the Cimarron country as exciting as if it happened today.
The Sparrow and The Hawk 5:45–6:00 p.m. MONDAY THRU FRIDAY	The "Sparrow" is a 16-year-old aviator. His uncle, the "Hawk", is a former Lt. Col. of the AAF. They take on exciting civilian aviation assignments as the dramatic serial finds them leading the audience along highroads of adventure in strange and distant lands.
The Sea Has A Story 9:30–10:00 p.m. EACH MONDAY	Tales of exciting and mysterious experiences at sea are realistically dramatized with Pat O'Brien as narrator. Each week a great sea romance of the past or one of the Navy or Merchant Marine adventures of today is enacted.

PROGRAM AND TIME	DESCRIPTION
Columbia Presents Corwin 9:00–9:30 p.m. EACH TUESDAY	Radio's foremost writer, producer, and director presents new documentaries, musicals, and fantasies. Straight dramas and dramatic poems as well as some previous Corwin classics will be included in this weekly half hour of the finest in broadcasting.
Crime Photographer 9:00–9:30 p.m. EACH WEDNESDAY	The weekly adventure of Casey, an inquisitive newspaper photographer, and a girl reporter tracking down crime in a big city is packed with sophisticated humor and excitement. It's a complete mystery story with all the trimmings.
Arthur Godfrey 9:15–9:45 a.m. MONDAY THRU FRIDAY	Fred Allen calls him "the Huckleberry Finn of radio." Godfrey presides as master of ceremonies over his own musical and variety show. His banter and contagious chuckling are accompanied by an orchestra, chorus and two vocalists.
"On Your Mark"—Ted Husing 7:00–7:15 p.m. MONDAY THRU FRIDAY	A weekly series in which Ted Husing, ace CBS sportscaster, reports on sporting events, special sports features, and interviews with outstanding sportsmen, athletes in military service, trainers, and sports writers.
That's My Pop 7:30–8:00 p.m. EACH SUNDAY	Based on Milt Gross' cartoon strip of the same name, Raymond Walburn as "Pop" experiences a series of hilarious domestic adventures. He copes with a needling wife and mother-in-law, the exasperating exploits of his young son, and the ever-present threat of having to do a day's work.
The Merry Life of Mary Christmas 8:30–8:55 p.m. EACH MONDAY	Right from Hollywood originates an adventure of a sophisticated Hollywood columnist, played by Mary Astor. The light comedy drama revolves around the situations she encounters in meeting the numerous unusual characters who make up screenland's fantastic life.

DRAMATIC SERIES

LIGHT ENTERTAINMENT

	PROGRAM AND TIME	DESCRIPTION
LIGHT ENTERTAINMENT *Continued*	**Behind the Scenes at CBS** 10:45–11:00 p.m. EACH TUESDAY	This program spotlights the colorful personalities of radio's star performers and recounts the drama, excitement and techniques of CBS broadcasting activities.
EDUCATIONAL PROGRAMS	**The American School of the Air** 5:00–5:30 p.m. MONDAY THRU FRIDAY *Suspended for Summer—Will resume broadcasts October 1, 1945*	Starting its sixteenth year at a new broadcast time to make it available to a still larger audience, this program is a valuable supplement to school work as well as excellent recreational listening. Presented under the guidance of leading educational organizations it provides young and old, with a knowledge of history, music, science, current and post-war problems and literature. MONDAY—Story of America TUESDAY—Gateways to Music WEDNESDAY—March of Science THURSDAY—This Living World FRIDAY—Tales From Far and Near
	The Garden Gate 9:15–9:30 a.m. EACH SATURDAY	From WLAC, Nashville, the nationally known horticultural expert, Tom Williams, answers a multitude of queries from listeners all over the country on ornamental and victory gardening. "The Old Dirt Dobber" announces the award of the "Green Thumb" to the outstanding gardener-of-the-week.
	Columbia's Country Journal 9:30–10:00 a.m. EACH SATURDAY	The farmer's role in war time, his "food for victory" campaign, and his daily problems form the weekly theme of Charles ("Chuck") Worcester's "radio farm magazine." Originating in Washington for national farm news, it frequently switches to various farm regions of the country highlighting local problems. Occasional reports from abroad and native folk music are regular features.
	Of Men and Books 2:00–2:15 p.m. EACH SATURDAY	On this popular series now in its seventh year on CBS, John Mason Brown, associate editor and drama critic of the Saturday Review of Literature, discusses the latest books and interviews their authors.

PROGRAM AND TIME	DESCRIPTION	
Adventures in Science 2:15–2:30 p.m. EACH SATURDAY	Watson Davis, Director of Science Service, brings to the microphone prominent guest scientists who explain recent discoveries in industry and medicine and the startling scientific progress made since our entrance into the war.	**EDUCATIONAL PROGRAMS**
The People's Platform 6:15–6:45 p.m. EACH SATURDAY	The vital issues of today and the postwar world are analyzed weekly on this program, one of radio's most interesting forums. Four eminent guests and Lyman Bryson, CBS Director of Education, who acts as moderator, gather informally for these sessions.	
Invitation to Learning 11:30–12 noon EACH SUNDAY	Distinguished scholars, authors, and critics meet informally on this series to discuss the outstanding classics of literature. The fall schedule includes: Lincoln Steffen's *Autobiography*; La Rochefoucauld—*Maxims*; Goldsmith—*She Stoops To Conquer*; Buckle—*Civilization in England*; Riis—*Making of An American*; Commenius—*Education*; Lessing—*Nathan the Wise*; Dryden—*Poetry*; Schliemann—*Troy and Its Remains*; Boccaccio—*Decameron*; Moore—*Hall and Farewell*; Symonds—*Renaissance*; Kenophon—*Anabasis*.	
CBS Presents Olin Downes 2:55–3:00 p.m. EACH SUNDAY	America's foremost music critic discusses newsworthy musical events, programs and personalities as a preface to the New York Philharmonic-Symphony broadcasts (and the Columbia Symphony Orchestra when it replaces the Philharmonic for the summer).	
Church of the Air 10:00–10:30 a.m. 1:00–1:30 p.m. EACH SUNDAY	In its 15th consecutive year, the pulpit of Columbia's *Church of the Air* continues to be impartially available, twice each Sunday, to America's religious faiths.	**RELIGIOUS BROADCASTS**

APRIL 25: PRESIDENT HARRY S. TRUMAN, EDWARD R. STETTINIUS, GOVERNOR EARL WARREN and ROGER D. LAPHAM, Mayor of San Francisco, spoke in connection with the opening of the United Nations Conference on International Cooperation: 7:30-8:00 p.m.

MAY 12: The economic security structure of the Conference was outlined by THE RIGHT HONORABLE CLEMENT RICHARD ATTLEE, British Deputy Prime Minister and leader of the Labor Party: 3:30-3:45 p.m.

MAY 14: Dr. W. A. VISSER 'T HOOFT, Secretary of the World Council of Churches, dealt with the situation regarding "The Church and the Welfare of Europe": 3:45-4:00 p.m.

MAY 15: From Washington, SENATOR HUGH BUTLER set forth his opinions concerning the "Disposition of the Pacific Islands": 10:30-10:45 p.m.

MAY 22: "What Economic Policies Can Best Insure Peace" was the point at issue in a broadcast by REP. JOHN M. COFFEE: 10:30-10:45 p.m.

MAY 23: MAJOR GENERAL NORMAN T. KIRK, Surgeon-General of the Army, MAJOR O. W. CLARK, Assistant Administrator of Veterans Affairs, CHARLES SHIPMAN PAYSON, N.Y. Chairman, Disabled American Veterans National Service Fund, and OSCAR R. EWING, leading member of the Bar, participated in a discussion of "The Care and Rehabilitation of America's War-Disabled Veterans": 4:45-5:00 p.m.

MAY 29: "The Challenge to Americans" was presented as the opposing viewpoint to Rep. Coffee's position of May 22 by REP. CHARLES A. HALLECK: 10:30-10:45 p.m.

JUNE 2: Under the auspices of World Peaceways, Inc. BRUCE BLIVEN, of the *New Republic* and SENATOR WAYNE MORSE, outlined the "Next Steps in American Russian Relations": 3:30-3:45 p.m.

JUNE 5: America's Foreign Policy was the subject of the broadcast by SENATOR ROBERT M. LAFOLLETTE, JR.: 10:30-10:45 p.m.

JUNE 9: In connection with the celebration of the 101st Anniversary of the YMCA, DAVID CREIGHTON, HARRY W. LICHTWARDT, and E. STANTON TURNER, all World Service Secretaries, home on furlough took part in a discussion of the problem of "Youth After Victory": 3:30-3:45 p.m.

JUNE 16: From San Francisco, UNCIO delegate and special advisor for Greek Public Works Ministry, CONSTANTINE DOXIADES presented a "Declaration on World Reconstruction": 3:30-3:45 p.m.

JUNE 16: The problem of the food situation and its solution was the topic of the talk by JUDGE MARVIN JONES, War Food Administrator: 10:45-11:00 p.m.

JUNE 18: GENERAL DWIGHT D. EISENHOWER addressed a joint session of Congress from Washington, D. C.: 1:00-1:30 p.m.

JUNE 23: Under the auspices of the Post War World Council, NORMAN THOMAS, chairman, handled the question of "What Are We Fighting For in Asia?": 10:45-11:00 p.m.

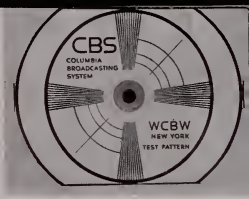
JUNE 30: Chairman of the Institute on Reeducation of the Axis countries, DR. THOMAS C. POLLOCK proposed his suggestions for "Re-education of Germany's youths and adults": 10:45-11:00 p.m.

JULY 3: SENATOR TOM CONNALLY described the "United Nations' Charter: What it is and why it must be ratified": 10:30-10:45 p.m.

JULY 7: After a four months' trip to the Pacific, WALTER WHITE, Secretary, National Association for the Advancement of Colored People, reported on "The Negro Soldier in the Pacific": 3:30-3:45 p.m.

JULY 7: From Pittsburgh, PHILIP MURRAY, President C.I.O. dealt with the matter of "Reconversion": 10:45-11:00 p.m.

JULY 10: Having served as a member of the provisional government of North Brabant Province, Netherlands during the war and worked with the present Prime Minister of the Netherlands in forming the new cabinet, DR. EMANUEL M. SASSEN took up the question of "How soon will Holland come back?": 11:15-11:30 p.m.



CBS TELEVISION

Three notable events have marked the progress of CBS Television during the past three months.

1. On June 11 WCBW, the CBS television station in New York, announced the addition of 3,000 square feet of floor space and undertook extensive alterations of its premises in Grand Central Terminal to permit greatly expanded operations. WCBW maintains the largest television studios in the country.

2. Col. Lawrence W. Lowman, CBS Vice President on leave of absence with the armed forces, returned to Columbia on July 1st as Vice President in Charge of Television.

3. On July 16, CBS television facilities were made available to network clients on "a working partnership" basis for testing, developing, and broadcasting commercial video programs. The invitation to join in this experiment called it "a plan which should greatly speed the day of effective commercial television."

WCBW is now on the air every Monday, Tuesday and Thursday evenings starting at 8 o'clock. Highlights of the programs are:

News, analyses and news features, reported by the WCBW news staff. (3 times a week)

The Missus Goes A-Shopping, an audience participation program with John Reed King, adapted from the WABC program of the same title. (Once a week)

Sports. Amateur boxing and wrestling matches. (Once a week)

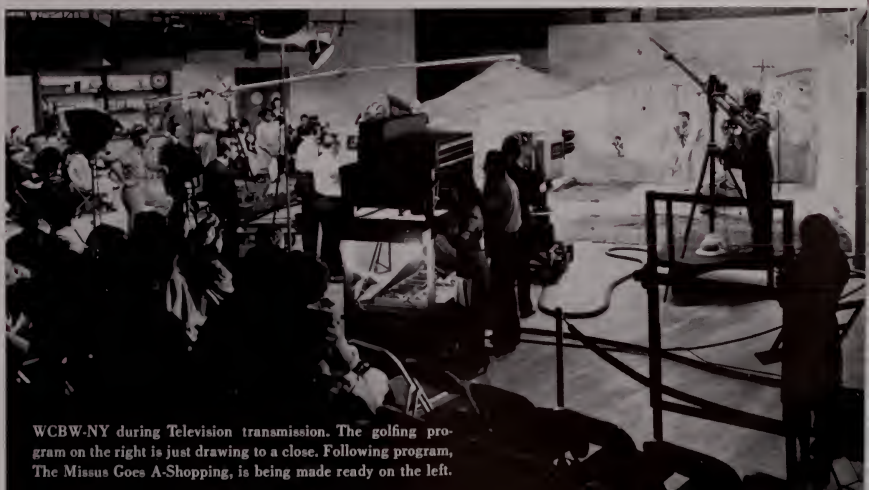
The World We Live In. The contemporary world scene, with live dramatization woven around Encyclopedia Britannica films. (Twice each month)

There Ought To Be a Law. Impromptu discussions of youthful interests by 30 selected high school students formed into a "senate." (Twice each month)

Dramatic programs, comedy and mystery. (Once each month)

The Doctor Reports. Dramatic presentations of the fight for health. (Once each month)

Special Events. Documentary reports, interviews, dramatizations, rising out of the war, domestic and international affairs, presented as news develops.



WCBW-NY during Television transmission. The golfing program on the right is just drawing to a close. Following program, The Missus Goes A-Shopping, is being made ready on the left.

CBS PROGRAM BOOK SUPPLEMENT · NOVEMBER 1, 1945

NEW CBS SPONSORED PROGRAMS (All times are Eastern Standard Time)

CAMPANA SALES CO. *(296th Week on CBS)* **First Nighter** *Drama*	Saturday 7:30–8:00 p.m. 146 CBS stations ORIGINATES: WBBM	All Products *Wallace-Ferry-Hanly Co.*
ELECTRIC AUTO-LITE CO. *(3rd Week on CBS)* **The Dick Haymes Show** *Variety*	Saturday 8:00–8:30 p.m. *Rebroadcast* *11:00–11:30 p.m.* 148 CBS stations 25 CBS stations ORIGINATES: KNX	Spark Plugs, Batteries, Ignition Systems, Auto Accessories *Ruthrauff & Ryan*

SPECIAL CBS SPONSORED PROGRAMS

ELGIN NATIONAL WATCH COMPANY *(November 22 and December 25)* Special Holiday Variety Program	Thursday, Nov. 22 Tuesday, Dec. 25 4:00-6:00 p.m. *(Cancel programs usually heard at this time)* 140 CBS stations ORIGINATES: KNX	Institutional *J. Walter Thompson*

NEWSPAPER CORRECTIONS : CBS SPONSORED PROGRAMS

Page 4	**ANCHOR-HOCKING GLASS CORP.**	"Hobby Lobby" originates WABC.
Page 5	**BORDEN COMPANY**	"Ginny Simms Show" originates KNX.
Page 6	**BOURJOIS INC.**	Change listing of "Romance, Rhythm and Ripley" to "Powder Box Theatre". Sponsoring product: Evening in Paris Face Powder.

KEY TO BACK COVER (same sequence as pictures)

NNY SIMMS nny Simms Show . 7:30 pm EWT	RAYMOND IVES The Aldrich Family Fri. 8 pm EWT	THE FIRST LINE Thurs. 10 pm EWT	SCREEN GUILD PLAYERS Mon. 10 pm EWT	FREDERICK L. COLLINS F. B. I. in Peace and War Thurs. 8:30 pm EWT
Mr. KEEN, of Lost Persons s. 7:30 pm EWT	MAJOR GEORGE FIELDING ELIOT CBS World News Thurs. 6 pm EWT	JEAN TENNYSON Great Moments in Music Wed. 10 pm EWT	WENDY BARRIE Detect and Collect Wed. 9:30 pm EWT	JEAN HERSHOLT Dr. Christian Wed. 8:30 pm EWT
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IIT BURNETT is Is My Best s. 9:30 pm EWT Starts Sept. 4	PAUL LAVALLE The Stradivari Orchestra Sun. 2 pm EWT	EDWARD R. MURROW Sun. 1:45 pm EWT		

MONTHLY CORRECTIONS – CBS STANDARD PROGRAMS (continued)

Page 6	**CAMPBELL SOUP COMPANY**	"Request Performance" originates KNX.
Page 7	**COLGATE-PALMOLIVE-PEET COMPANY**	"Theatre of Romance" originates KNX. Sponsoring products: Colgate Tooth Powder and Halo Shampoo; Agency: Spitzer & Mills, Ltd.
Page 9	**GENERAL FOODS CORP.**	Sponsoring products for "Kate Smith Speaks": Post Raisin Bran, Post Bran Flakes. Agency for "Baby Snooks Show": Young & Rubicam. Sponsoring products for "Two on a Clue": LaFrance, Satina and Maxwell House Coffee.
Page 10	**HUDSON COAL COMPANY**	Cancel series.
Page 12	**P. LORILLARD COMPANY**	"Frank Sinatra Show" originates WABC.
Page 12	**PABST SALES CO.**	"Danny Kaye Show" originates KNX.
Page 12	**PAN-AMERICAN PETROLEUM CORP.**	Cancel series after broadcast of November 11.
Page 14	**THE PROCTER & GAMBLE COMPANY**	Sponsoring products for "The Jack Kirkwood Show and Mommie and the Men": Ivory Bar and Oxydol.
Page 15	**THE QUAKER OATS COMPANY**	Sponsoring product: Quaker Oats.
Page 16	**WILLIAM WRIGLEY, JR., COMPANY**	Cancel "Just Entertainment" series.

NEW CBS PACIFIC NETWORK PROGRAMS

BARRON GRAY PACKING CO. *(1st Week on CBS)* **Ona Munson in Hollywood** *Talk*	Friday 9:55–10:00 p.m. ORIGINATES: KNX	Food Products *Long Advertising*

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Mr. KEEN, r of Lost Persons rs. 7:30 pm EWT	MAJOR GEORGE FIELDING ELIOT CBS World News Thurs. 6 pm EWT	JEAN TENNYSON Great Moments in Music Wed. 10 pm EWT	WENDY BARRIE Detect and Collect Wed. 9:30 pm EWT	JEAN HERSHOLT Dr. Christian Wed. 8:30 pm EWT
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ILO BOULTON /e, the People n. 10:30 pm EWT	OLIN DOWNES Sun. 2:55 pm EWT	SERVICE TO THE FRONT Tues. 10 pm EWT	This is the key to pictures on the back cover of CBS program stars	
HIT BURNETT is Is My Best es. 9:30 pm EWT Starts Sept. 4	PAUL LAVALLE The Stradivari Orchestra Sun. 2 pm EWT	EDWARD R. MURROW Sun. 1:45 pm EWT		

CHEMICALS, INC. *(1st Week on CBS)* **Don't You Believe It** *Narrative Drama*	Saturday 9:45–10:00 p.m. ORIGINATES: KNX	Vano *Garfield & Guild*
GUITTARD CHOCOLATE CO. *(1st Week on CBS)* **That's A Good Idea** *Drama*	Saturday 6:30–6:45 p.m. ORIGINATES: KNX	Chocolate Products *Garfield & Guild*

Page 16	**BEKINS VAN AND STORAGE COMPANY**	Harry W. Flannery originates KQW.
Page 17	**BU-TAY PRODUCTS, LTD.**	Effective November 13 cancel "Meet the Missus."
Page 17	**CAMPANA SALES CORP.**	Cancel "Don't You Believe It" series.
Page 18	**GALLENKAMP STORES CO.**	Cancel series.
September Supplement	**I. GINSBERG & BROS. INC.**	Effective November 12, cancel series.
September Supplement	**R. M. HOLLINGSHEAD CORP.**	Change day and time for "Meet the Missus" to Thursday, 2:45–3:00 p.m.
	S. A. MOFFATT COMPANY	Sponsors "Meet the Missus", 2:30–2:45 p.m. Fridays. Sponsoring product: Polar Brand Frosted Foods. Agency: Honig-Cooper Co.
Page 19	**NATIONAL LEAD CO.**	Cancel series.
Page 19	**PLANTERS NUT & CHOCOLATE COMPANY**	Agency for Nelson Pringle: Raymond R. Morgan Agency.

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	S. & W. FINE FOODS, INC.	Sponsors "Knox Manning Reports" Monday-Friday, 5:00–5:15 p.m. Sponsoring products: Foods and coffee. Agency: Brisacher, Van Norden & Staff.
Page 20	**SOIL OFF MANUFACTURING CO.**	Change agency to Ruthrauff & Ryan.
	WASHINGTON COOP EGG & POULTRY ASSOCIATION	Sponsors "Meet the Missus", Wednesdays, 2:30-2:45 p.m. Sponsoring product: Lynden Foods. Agency: Pacific National Advertising Association.
MONTHLY CORRECTIONS — CBS CALIFORNIA NETWORK PROGRAMS		
Page 20	**YELLOW CAB COMPANY**	Change program time to 3:00-3:15 p.m.

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NEW CBS SPONSORED PROGRAMS

FORD MOTOR CO. *(412th Week on CBS)* **The Ford Show** *Variety*	Tuesday 10:00–10:30 p.m. 147 CBS stations ORIGINATES: WABC	Motor Cars *J. Walter Thompson Co.*
NASH-KELVINATOR CORP. *(105th Week on CBS)* **The Andrews Sisters Show** *Variety*	Wednesday 10:30–11:00 p.m. 147 CBS stations ORIGINATES: WABC	Nash Cars & Refrigerators *Geyer, Cornell & Newell, Inc.*
THE PROCTER & GAMBLE CO. *(561st Week on CBS)* **Vic and Sade** and **The Jack Smith Show** *Serial drama*	Mon. thru Fri. 7:15–7:30 p.m. *Rebroadcast* 11:15–11:30 p.m. 72 CBS stations ORIGINATES: WABC & WBBM	Oxydol *Dancer-Fitzgerald-Sample*
WM. WRIGLEY JR. CO. *(684th Week on CBS)* **Gene Autry Show** *Musical*	Sunday 5:30–5:45 p.m. 148 CBS stations ORIGINATES: KNX	Chewing Gum *Ruthrauff & Ryan, Inc.*

MONTHLY CORRECTIONS • CBS SPONSORED PROGRAMS

Page 4	**ADMIRAL CORPORATION**	Cancel series.
Page 5	**P. BALLANTINE & SONS**	Cancel series.
Page 5	**BENDIX AVIATION CORP.**	Cancel series.
Page 5	**BORDEN CO.**	Change program listing to the "Ginny Simms Show."
Page 7	**CONTINENTAL CAN CO.**	Effective Sept. 15, change day and time to Saturday, 10:15–11:00 p.m.

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Page 6	**CAMPBELL SOUP COMPANY**	Change listing of "The Saint" to "The Jack Carson Show." Change listing of "Radio Reader's Digest" to "Request Performance."
Page 12	**MANHATTAN SOAP COMPANY, INC.**	Change time of rebroadcast to 4:30–4:45 p.m.
Page 12	**PABST SALES CO.**	Change program listing to the "Danny Kaye Show."
Page 14	**THE PROCTER & GAMBLE CO.**	Change time of the "Perry Mason" show to Mon. thru Fri. 2:15–2:30 p.m. Sponsoring product: Spic & Span; Agency: Dancer-Fitzgerald-Sample, and Camay; Agency: Pedlar & Ryan, Inc. Change time of "Rosemary" to Mon. thru Fri. 2:30–2:45 p.m. Sponsoring product: Ivory Snow; Agency: Benton & Bowles, Inc.
Page 14	**PRUDENTIAL INSURANCE COMPANY OF AMERICA**	Change time to Sunday 5:00–5:30 p.m.
Page 16	**WM. WRIGLEY JR. COMPANY**	Cancel series of the Tuesday show. Change listing of "America in the Air" to "Just Entertainment."

NEW CBS PACIFIC NETWORK PROGRAMS

CAMPBELL SOUP CO. *(555th Week on CBS)* **Carroll Alcott** *News*	Mon., Tues., Wed., Thurs., Sat. 8:55–9:00 p.m. PWT ORIGINATES: KNX	All Products *Ward Wheelock Co.*
Page 7	**CONTINENTAL CAN CO.**	Effective Sept. 15, change day and time to Saturday, 10:15–11:00 p.m.

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MONTHLY CORRECTIONS · CBS PACIFIC NETWORK PROGRAMS

Page 17	**BENRUS WATCH CO.**	Cancel series.
Page 17	**CALIFORNIA FRUIT & APRICOT GROWERS ASSOCIATION**	Cancel series.
Page 17	**DAY & NIGHT MANUFACTURING COMPANY**	Change time to Saturday, 3:55–4:00 p.m. and newscaster to Dave Vaile.
Page 19	**MJB COMPANY**	Cancel series.
Page 19	**PLANTERS NUT AND CHOCOLATE COMPANY**	Cancel "The Adventures of Bill Lance."

MONTHLY CORRECTIONS · CBS CALIFORNIA NETWORK PROGRAMS

Page 20	**COLDSTREAM PRODUCTS CO.**	Change client name to Safeway Stores, Inc.
Page 7	**CONTINENTAL CAN CO.**	Effective Sept. 15, change day and time to Saturday, 10:15–11:00 p.m.

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CBS PROGRAM BOOK SUPPLEMENT · SEPTEMBER 1, 1945

NEW CBS SPONSORED PROGRAMS

CHEF-BOY-AR-DEE QUALITY FOODS, INC. *(1st Week on CBS)* **Give and Take** *Quiz*	Saturday 10:00–10:30 a.m. *Rebroadcast* 2:30–3:00 p.m. 148 CBS stations ORIGINATES: WABC	Spaghetti Dinner *McJunkin Adv. Co.*
CRESTA BLANCA WINE CO. *(125th Week on CBS)* **This Is My Best** *Drama*	Tuesday 9:30–10:00 p.m. 76 CBS stations ORIGINATES: KNX	Cresta Blanca Wines *Batten, Barton, Durstine, & Osborn, Inc.*
TEXTRON, INC. *(1st Week on CBS)* **The Textron Theater** Starring Helen Hayes *Drama*	Saturday 7:00–7:30 p.m. 146 CBS stations ORIGINATES: WABC	Fabrics *J. Walter Thompson*

MONTHLY CORRECTIONS · CBS SPONSORED PROGRAMS

Page 4	**ANCHOR-HOCKING GLASS CORP.**	Change program listing to "Hobby Lobby."
Page 4	**ARMOUR & COMPANY**	Cancel series.
Page 7	**CHRYSLER CORPORATION**	Change program listing to "Music of Andre Kostelanetz."
Page 7	**COLGATE-PALMOLIVE-PEET COMPANY**	Change time of "Blondie" to Sunday, 7:30–8:00 p.m.
Page 7	**COMPTONE CO.**	Cancel series.
Page 7	**CONTINENTAL CAN CO.**	Effective Sept. 15, change day and time to Saturday, 10:15–11:00 p.m.

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Page 8	**ELECTRIC COMPANIES ADVERTISING PROGRAM**	Effective Sept. 16, change program listing to "The Electric Hour" with Nelson Eddy.
Page 8	**EVERSHARP, INC.**	Effective September 12, change time of "Maisie" to Wednesday, 9:30–10:00 p.m.
Page 9	**GENERAL FOODS CORPORATION**	Effective September 14, change program listing of "Kate Smith Hour" to "Kate Smith Sings" and change day and time to Friday, 8:30–8:55 p.m. Rebroadcast 12:30–12:55 a.m. Change product listing to Postum. Change product listing on "Kate Smith Speaks" to Calumet & Swansdown and agency to Benton & Bowles, Inc. Effective September 16, change program listing of "Toasties Time" to "The Baby Snooks Show." Change Product listing to Sanka. Change product listing for "The Aldrich Family" to Grape Nuts and Grape Nuts Flakes. Change day and time of "The Adventures of the Thin Man" to Sunday, 7:00–7:30 p.m. Rebroadcast 12:00–12:30 a.m. Change product listing to Post Toasties.
Page 10	**B. F. GOODRICH CO.**	Effective Sept. 7, cancel series.
Page 10	**INTERNATIONAL SILVER COMPANY**	Change program listing to "Adventures of Ozzie and Harriet."
Page 11	**LEVER BROTHERS COMPANY**	Replace the "George Burns and Gracie Allen" show with the "Joan Davis Show."
Page 11	**LEWIS-HOWE COMPANY**	Change day and time to Sunday, 8:00–8:30 p.m.

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MONTHLY CORRECTIONS — CBS SPONSORED PROGRAMS (continued)

Page 12	P. LORILLARD COMPANY	Effective September 12, change program listing to "The Frank Sinatra Show." Change time to 9:00–9:30 p.m. Origination: KNX
Page 12	NOXZEMA CHEMICAL CO.	Change time to 8:30–8:55 p.m. Rebroadcast 11:30–11:55 p.m.
Page 14	THE PROCTER & GAMBLE CO.	Listing of program for the M-F, 7:00–7:15 p.m. time, "The Jack Kirkwood Show and Mommie and the Men." Change listing of "Radio Newspaper" to "Meet Margaret MacDonald." Change day of "F.B.I. in Peace and War" to Thursday.
Page 15	SALES BUILDERS, INC.	Cancel series.
Page 15	SCHENLEY LABORATORIES, INC.	Effective Sept. 11, cancel series.
Page 15	SOUTHERN COTTON OIL CO.	Change program listing to "Try 'n Find Me;" audience participation show.
Page 16	UNITED DRUG CO.	Effective Sept. 14, change program listing to "Durante-Moore Show."
Page 16	WM. WRIGLEY, JR., COMPANY	Change program listing of "Service to the Front" to "Just Entertainment."

NEW CBS PACIFIC NETWORK PROGRAMS

I. GINSBERG & BROS., INC. *(1st Week on CBS)* **Meet The Missus** *Participation quiz*	Monday 2:30–2:45 p.m. PWT ORIGINATES: KNX	"Queen Make" Dresses *Abbott Kimball Co.*
R. M. HOLLINGSHEAD CORP. *(2nd Week on CBS)* **Meet The Missus** *Participation quiz*	Wednesday 2:30–2:45 p.m. PWT ORIGINATES: KNX	Polishes *Aitkin-Kynett Co.*
UNION OIL COMPANY OF CALIFORNIA *(108th Week on CBS)* **Nelson Pringle** *News analysis*	Mon. thru Fri. 7:45–8:00 a.m. PWT ORIGINATES: KNX	Oil *Foote, Cone and Belding*

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NEW CBS PACIFIC NETWORK PROGRAMS (Continued)

VICK CHEMICAL CO. *(201st Week on CBS)* **Dick Cutting** *News*	Tues., Thurs., Sat. 7:30–7:45 a.m. PWT ORIGINATES: KNX	All Products *Morse International, Inc.*

MONTHLY CORRECTIONS - CBS PACIFIC NETWORK PROGRAMS

Page 16	**BEKINS VAN AND STORAGE CO.**	Replace Nelson Pringle with Harry W. Flannery. Originates: KNX.
Page 18	**"42" PRODUCTS, INC.**	Change day and time to Sunday, 4:30–5:00 p.m.
Page 18	**GENERAL MILLS, INC.**	Cancel series.
Page 18	**HUNT BROS. PACKING CO.**	Cancel series.
Page 18	**L. B. LABORATORIES, INC.**	Cancel series.
Page 19	**MANHATTAN SOAP CO.**	Replace Bob Andersen with Dick Cutting.
Page 19	**THE MENNEN CO.**	Cancel series.
Page 19	**PLANTERS NUT AND CHOCOLATE COMPANY**	Change agency to Honig-Cooper Co.

NEW CBS CALIFORNIA NETWORK PROGRAMS

McMAHAN FURNITURE STORES *(3rd Week on CBS)* **Knox Manning** *News*	Mon. thru Fri. 12:15–12:30 p.m. PWT ORIGINATES: KNX	Furniture *M-C-M Adv. Agency*

MONTHLY CORRECTIONS - CBS CALIFORNIA NETWORK PROGRAMS

Page 20	**COLDSTREAM PRODUCTS CO.**	Summer hiatus Aug. 27 to Sept. 10. Effective Sept. 16, change day and time to Sunday, 3:30–4:00 p.m.
Page 20	**FERRY-MORSE SEED CO.**	Change program listing to "Time for Holly Langley."
Page 20	**WILSHIRE OIL COMPANY**	Effective Sept. 15, cancel series.

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CBS Program Book
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CBS PROGRAM BOOK · AUTUMN, 1945

These pictures all identify head
CBS programs. Can you spot the
Look on the inside of the front
back covers for the answer

CBS PROGRAM BOOK · WINTER, 1945-46

As nearly as the printing press and inks can match it, this is the quality of the new CBS postwar full-color television successfully transmitted in New York October 10, 1945. Compare it with the prewar black-and-white quality on back cover. Both pictures are sections of a 10 x 7½ inch image.

WINTER, 1945-46

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THE COLUMBIA PROGRAM BOOK

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Published quarterly for advertising executives by

THE COLUMBIA BROADCASTING SYSTEM

485 Madison Avenue, New York 22, N.Y.

December 1, 1945

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"Weeks on CBS" as of Dec. 1, 1945

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
AMERICAN OIL COMPANY *(321st Week on CBS)*	Thursday 6:00–6:15 p.m. 56 CBS stations ORIGINATES: WABC	Amoco-Gas, American Gas and Services *Joseph Katz Company*
CBS World News *News*		
Edward R. Murrow *News*	Sunday 1:45–2:00 p.m. 62 CBS stations ORIGINATES: BBC, LONDON AND WABC	
AMERICAN TOBACCO COMPANY *(500th Week on CBS)*	Saturday 9:00–9:45 p.m. 149 CBS stations *Rebroadcast 12:00–12:45 a.m.* ORIGINATES: WABC	Lucky Strike Cigarettes *Foote, Cone & Belding*
Your Hit Parade Mark Warnow's Orchestra, Dick Todd, Joan Edwards, The Hit Paraders *Music*		
ANACIN COMPANY *(461st Week on CBS)*	Mon. thru Fri. 12:45–1:00 p.m. 141 CBS stations ORIGINATES: WABC	Anacin *Dancer-Fitzgerald-Sample, Inc.*
Our Gal Sunday *Serial drama*		
Ellery Queen *Mystery drama*	Wednesday 7:30–8:00 p.m. *Rebroadcast 12:30–1:00 a.m.* 54 CBS stations 28 CBC stations ORIGINATES: WABC	*Ruthrauff & Ryan, Inc.*
ANCHOR-HOCKING GLASS CORP. *(100th Week on CBS)*	Thursday 9:30–10:00 p.m. 138 CBS stations ORIGINATES: WABC	Anchorglass and Fire King Ovenglass Products *William H. Weintraub & Co., Inc.*
Hobby Lobby *Variety*		
ARMSTRONG CORK COMPANY *(217th Week on CBS)*	Saturday 12 noon–12:30 p.m. 141 CBS stations ORIGINATES: WABC	Armstrong's Floor Coverings *Batten, Barton, Durstine & Osborn, Inc.*
Armstrong's Theater of Today *Drama*		

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
BALLARD & BALLARD CO. *(148th Week on CBS)* **Renfro Valley Folks** *Serial drama*	Wed., Thurs., Fri., Sat. 8:15–8:30 a.m. Sunday 9:15–9:45 a.m. 26 CBS stations ORIGINATES: WHAS	Ballard's Obelisk Flour *Henri, Hurst & McDonald, Inc.*
BAYER COMPANY *(531st Week on CBS)* **American Melody Hour** with Jane Pickens, Bob Hannon, Evelyn MacGregor, Orchestra and chorus *Music*	Tuesday 7:30–8:00 p.m. 138 CBS stations ORIGINATES: WABC	Bayer Aspirin
Second Husband *Serial drama*	Mon. thru Fri. 11:15–11:30 a.m. 41 CBS stations ORIGINATES: WABC	Bayer Aspirin, Dr. Lyons Tooth Powder *Dancer-Fitzgerald-Sample, Inc.*
BORDEN CO. *(73rd Week on CBS)* **†The Ginny Simms Show** *Musical*	Friday 7:30–8:00 p.m. *Rebroadcast* *9:00–9:30 p.m.* 143 CBS stations ORIGINATES: KNX	All Products *Young & Rubicam, Inc.*
†County Fair *Variety-quiz*	Saturday 1:30–2:00 p.m. 147 CBS stations ORIGINATES: WABC	Hemo, Borden Instant Coffee *Kenyon & Eckhardt, Inc.*
BOURJOIS, INC. *(333rd Week on CBS)* **†Powder Box Theatre** with Ray Bloch's orchestra Danny O'Neil and Evelyn Knight *Variety*	Thursday 10:30–11:00 p.m. 139 CBS stations ORIGINATES: WABC	Evening in Paris Face Powder *Foote, Cone & Belding*
BOWEY'S, INC. *(340th Week on CBS)* **Stars Over Hollywood** with guest stars *Original drama*	Saturday 12:30–1:00 p.m. 48 CBS stations ORIGINATES: KNX	Dari-Rich Products *Sorensen & Company*

†Program or client not listed in Autumn Program Book

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
+CAMPANA SALES CO. *(301st Week on CBS)* **First Nighter** *Drama*	Saturday 7:30–8:00 p.m. 144 CBS stations ORIGINATES: WBBM	All Products *Wallace-Ferry-Hanly Co.*
CAMPBELL SOUP COMPANY *(573rd Week on CBS)* **The Jack Carson Show** *Comedy*	Wednesday 8:00–8:30 p.m. *Rebroadcast* *12:00–12:30 a.m.* 140 CBS stations 29 CBC stations ORIGINATES: KNX	Campbell's Soups, Baked Beans, Tomato Juice *Ward Wheelock Company*
Request Performance *Variety*	Sunday 9:00–9:30 p.m. 140 CBS stations 28 CBC stations ORIGINATES: KNX	
CELANESE CORPORATION OF AMERICA *(204th Week on CBS)* **Great Moments in Music** with Jean Tennyson and guest stars *Music*	Wednesday 10:00–10:30 p.m. 140 CBS stations ORIGINATES: WABC	Celanese Products *Young & Rubicam, Inc.*
CENTAUR DIVISION, STERLING DRUG INC. *(327th Week on CBS)* **Big Town** *Drama*	Tuesday 8:00–8:30 p.m. *Rebroadcast* *12:00–12:30 a.m.* 140 CBS stations 22 CBC stations ORIGINATES: WABC	Ironized Yeast *Pedlar & Ryan, Inc.*
+CHEF BOY-AR-DEE QUALITY FOODS, INC. *(15th Week on CBS)* **Give and Take** *Audience participation*	Saturday 10:00–10:30 a.m. *Rebroadcast* *2:30–3:00 p.m.* 143 CBS stations ORIGINATES: WABC	Chef Boy-Ar-Dee Spaghetti Dinner *McJunkin Adv. Co.*
CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED *(369th Week on CBS)* **Dr. Christian** with Jean Hersholt *Drama*	Wednesday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 146 CBS stations ORIGINATES: KNX	Vaseline Preparations *McCann-Erickson, Inc.*

+Program or client not listed in Autumn Program Book

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
CHRYSLER CORPORATION *(508th Week on CBS)* **+Music of Andre Kostelanetz** *Music*	Thursday 9:00–9:30 p.m. 142 CBS stations ORIGINATES: WARC	Motor Cars, Institutional *Ruthrauff & Ryan, Inc.*
COLGATE-PALMOLIVE-PEET COMPANY *(516th Week on CBS)* **Colgate Theater of Romance** *Drama*	Tuesday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 145 CBS stations ORIGINATES: KNX	Colgate Tooth Powder, Halo Shampoo *Sherman & Marquette, Inc.*
Blondie *Comedy*	Sunday 7:30–8:00 p.m. *Rebroadcast* *11:30–12:00 mid.* 139 CBS stations ORIGINATES: KNX	Super Suds *Wm. Esty & Co., Inc.*
CONTINENTAL BAKING CO., INC. *(569th Week on CBS)* **Bachelor's Children** *Serial drama*	Mon. thru Fri. 10:45–11:00 a.m. *Rebroadcast* *3:45–4:00 p.m.* 46 CBS stations ORIGINATES: WBBM	Wonder Bread, Hostess Cake *Ted Bates, Inc.*
CONTINENTAL CAN CO. *(48th Week on CBS)* **+Celebrity Club** *Variety*	Saturday 10:15–10:45 p.m. 146 CBS stations ORIGINATES: WABC	Institutional, Packaging, Plastic Products *Batten, Barton, Durstine & Osborn, Inc.*
CREAM OF WHEAT CORP. *(278th Week on CBS)* **Let's Pretend** *Drama*	Saturday 11:05–11:30 a.m. 141 CBS stations ORIGINATES: WABC	Cream of Wheat Cereal *Batten, Barton, Durstine & Osborn, Inc.*
+CRESTA BLANCA WINE CO. *(138th Week on CBS)* **This Is My Best** *Drama*	Tuesday 9:30–10:00 p.m. 77 CBS stations ORIGINATES: KNX	Cresta Blanca Wines *Batten, Barton, Durstine, & Osborn, Inc.*
CUDAHY PACKING COMPANY *(451st Week on CBS)* **Tena & Tim** *Dramatic serial*	Mon. thru Fri. 2:45–3:00 p.m. 64 CBS stations ORIGINATES: WBBM	Old Dutch Cleanser *Grant Advertising, Inc.*

+Program or client not listed in Autumn Program Book

CBS SPONSORED PROGRAMS

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
CURTISS CANDY COMPANY *(270th Week on CBS)* **News** with Warren Sweeney	Sat., Sun. 11:00–11:05 a.m. 138 CBS stations ORIGINATES: WABC	Candy *C. L. Miller Company*
+ELECTRIC AUTO-LITE CO. *(8th Week on CBS)* **+The Dick Haymes Show** *Variety*	Saturday 8:00–8:30 p.m. *Rebroadcast* *11:00–11:30 p.m.* 147 CBS stations 26 CBC stations ORIGINATES: KNX	Spark Plugs, Batteries Ignition Systems, Auto Accessories *Ruthrauff & Ryan, Inc.*
ELECTRIC COMPANIES ADVERTISING PROGRAM *(118th Week on CBS)* **The Electric Hour** with Nelson Eddy, Robert Armbruster's Orchestra and Guests *Variety*	Sunday 4:30–5:00 p.m. 141 CBS stations ORIGINATES: KNX	Institutional *N. W. Ayer & Son, Inc.*
+ELGIN NATIONAL WATCH COMPANY Special Holiday Variety Program	Tuesday, Dec. 25, only. 4:00–6:00 p.m. *(Cancel programs usually heard at this time)* 140 CBS stations ORIGINATES: KNX	Institutional *J. Walter Thompson Co.*
EMERSON DRUG COMPANY *(291st Week on CBS)* **Vox Pop** with Parks Johnson and Warren Hull *Interview quiz*	Monday 8:00–8:30 p.m. *Rebroadcast* *12:30–1:00 a.m.* 140 CBS stations ORIGINATES: ON TOUR	Bromo-Seltzer *McCann-Erickson, Inc.*
EVERSHARP, INC. *(322nd Week on CBS)* **Take It or Leave It** with Phil Baker and Ray Bloch's Orchestra *Quiz*	Sunday 10:00–10:30 p.m. 147 CBS stations ORIGINATES: WABC	Eversharp Pens, Pencils and Red Top Leads *The Biow Co., Inc.*
Ann Sothern in **"Maisie"** *Variety*	Wednesday 9:30–10:00 p.m. 144 CBS stations ORIGINATES: KNX	

+Program or client not listed in Autumn Program Book

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
+FORD MOTOR CO. *(420th Week on CBS)* **+The Ford Show** with Jo Stafford, Lawrence Brooks, and Robert R. Bennett's Orchestra *Musical*	Tuesday 10:00–10:30 p.m. 144 CBS stations ORIGINATES: WABC	Motor Cars *J. Walter Thompson Co.*
GENERAL ELECTRIC COMPANY *(196th Week on CBS)* **G. E. House Party** *Variety*	Mon. thru Fri. 4:00–4:25 p.m. 148 CBS stations ORIGINATES: KNX	Household Appliance Division *Young & Rubicam, Inc.*
GENERAL FOODS CORPORATION *(553rd Week on CBS)* **Kate Smith Sings** *Music*	Friday 8:30–8:55 p.m. *Rebroadcast* *12:30–12:55 a.m.* 144 CBS stations ORIGINATES: WABC	Postum *Young & Rubicam, Inc.*
Kate Smith Speaks Ted Collins with the News *Talks and news*	Mon. thru Fri. 12 noon–12:15 p.m. 140 CBS stations ORIGINATES: WABC	Post Raisin Bran, Post Bran Flakes *Benton & Bowles, Inc.*
The Baby Snooks Show *Comedy*	Sunday 6:30–7:00 p.m. *Rebroadcast* *10:30–11:00 p.m.* 142 CBS stations ORIGINATES: KNX	Sanka *Young & Rubicam, Inc.*
Two On A Clue *Serial drama*	Mon. thru Fri. 2:00–2:15 p.m. 141 CBS stations ORIGINATES: WABC	LaFrance, Satina, Post Toasties, Maxwell House Coffee *Young & Rubicam, Inc.* *Benton & Bowles, Inc.*
The Aldrich Family *Comedy*	Friday 8:00–8:30 p.m. *Rebroadcast* *12:00 mid.–12:30 a.m.* 144 CBS stations ORIGINATES: WABC	Grapenuts, Grapenuts Flakes *Young & Rubicam, Inc.*
The Adventures of the Thin Man *Mystery*	Sunday 7:00–7:30 p.m. *Rebroadcast* *12:00–12:30 a.m.* 141 CBS stations ORIGINATES: WABC	Post Toasties *Benton & Bowles, Inc.*

+Program or client not listed in Autumn Program Book

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
GENERAL MILLS, INC. *(601st Week on CBS)*		
Light of the World *Serial drama*	Mon. thru Fri. 10:15–10:30 a.m. *Rebroadcast* *11:30–11:45 a.m.* 60 CBS stations ORIGINATES: WABC	Kitchen Tested Flour *Dancer-Fitzgerald-Sample, Inc.*
Valiant Lady *Serial drama*	Mon. thru Fri. 10:00–10:15 a.m. *Rebroadcast* *11:15–11:30 a.m.* 59 CBS stations ORIGINATES: WABC	Cheerios *Dancer-Fitzgerald-Sample, Inc.*
GULF OIL CORPORATION *(616th Week on CBS)*		
We the People with Milo Boulton and Oscar Bradley's Orchestra *Real life experiences*	Sunday 10:30–11:00 p.m. 104 CBS stations ORIGINATES: WABC	Motor Oil and Gas *Young & Rubicam, Inc.*
INTERNATIONAL SILVER COMPANY *(405th Week on CBS)*		
+Adventures of Ozzie and Harriet *Comedy*	Sunday 6:00–6:30 p.m. 142 CBS stations 21 CBC stations ORIGINATES: KNX	International Sterling and 1847 Rogers Bros. Silverplate *Young & Rubicam, Inc.*
JOHNS-MANVILLE CORPORATION *(226th Week on CBS)*		
Bill Henry *News*	Mon. thru Fri. 8:55–9:00 p.m. 62 CBS stations ORIGINATES: WABC, WTOP	Insulating Materials *J. Walter Thompson Co.*
JOHNSON & JOHNSON *(243rd Week on CBS)*		
Edwin C. Hill The Human Side of the News *News*	Tuesday 6:15–6:30 p.m. *Rebroadcast* *12:30–12:45 a.m.* 138 CBS stations ORIGINATES: WABC	Surgical Dressings *Young & Rubicam, Inc.*
KOLYNOS COMPANY *(669th Week on CBS)*		
Mr. Keen, Tracer of Lost Persons *Mystery drama*	Thursday 7:30–8:00 p.m. 51 CBS stations ORIGINATES: WABC	Kolynos Tooth Powder and Toothpaste
The Romance of Helen Trent *Serial drama*	Mon. thru Fri. 12:30–12:45 p.m. 142 CBS stations ORIGINATES: WABC	Kolynos and Bisodol *Dancer-Fitzgerald-Sample, Inc.*

+Program or client not listed in Autumn Program Book

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
LADY ESTHER, LTD. *(625th Week on CBS)* **Screen Guild Players** *Drama*	Monday 10:00–10:30 p.m. 141 CBS stations ORIGINATES: KNX	Face Powder, Face Cream, Rouge, Lipstick, Nail Polish *The Biow Co., Inc.*
LAMBERT CO. *(208th Week on CBS)* **The Billie Burke Show** *Household advice*	Saturday 11:30–12 Noon 147 CBS stations ORIGINATES: KNX	Listerine Tooth Powder *Lambert & Feasley, Inc.*
LEVER BROTHERS COMPANY *(539th Week on CBS)* **Lux Radio Theater** William Keighley, director, with famous stars and Lou Silvers' Orchestra *Drama*	Monday 9:00–10:00 p.m. 149 CBS stations 21 CBC stations ORIGINATES: KNX	Lux Soap & Flakes *J. Walter Thompson Co.*
†The Joan Davis Show *Comedy variety*	Monday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 142 CBS stations ORIGINATES: KNX	Swan Soap *Young & Rubicam, Inc.*
Aunt Jenny's Real Life Stories *Dramatic sketches*	Mon. thru Fri. 11:45–12 noon 30 CBS stations 21 CBC stations ORIGINATES: WABC	Spry *Ruthrauff & Ryan, Inc.*
Big Sister *Serial drama*	Mon. thru Fri. 12:15–12:30 p.m. 141 CBS stations 21 CBC stations ORIGINATES: WABC	Rinso *Ruthrauff & Ryan, Inc.*
A Woman's Life *Serial drama*	Mon. thru Fri. 11:30–11:45 a.m. *Rebroadcast* *3:30–3:45 p.m.* 140 CBS stations ORIGINATES: WABC	Swan Soap *Young & Rubicam, Inc.*
LEWIS-HOWE COMPANY *(182nd Week on CBS)* **The Beulah Show** *Comedy show*	Sunday 8:00–8:30 p.m. 145 CBS stations ORIGINATES: KNX	Tums *Roche, Williams & Cleary, Inc.*

CBS SPONSORED PROGRAMS

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
THOMAS J. LIPTON, INC. *(111th Week on CBS)* **Inner Sanctum** *Mystery drama*	Tuesday 9:00–9:30 p.m. 142 CBS stations ORIGINATES: WABC	Lipton Tea and Continental Soup Mix *Young & Rubicam, Inc.*
P. LORILLARD COMPANY *(414th Week on CBS)* **Frank Sinatra Show** *Variety*	Wednesday 9:00–9:30 p.m. 139 CBS stations ORIGINATES: KNX	Old Gold Cigarettes *Lennen & Mitchell, Inc.*
MANHATTAN SOAP CO., INC. *(250th Week on CBS)* **The Strange Romance of Evelyn Winters** *Dramatic serial*	Mon. thru Fri. 10:30–10:45 a.m. *Rebroadcast* *4:30–4:45 p.m.* 145 CBS stations ORIGINATES: WABC	Sweetheart Soap *Duane Jones Co.*
+NASH-KELVINATOR CORP. *(114th Week on CBS)* **+The Andrews Sisters Show** with Curt Massey and Vic Schoen's Orchestra *Musical*	Wednesday 10:30–11:00 p.m. 146 CBS stations ORIGINATES: KNX	Nash Cars & Refrigerators *Geyer, Cornell & Newell, Inc.*
NOXZEMA CHEMICAL CO. *(170th Week on CBS)* **Mayor of the Town** with Lionel Barrymore *Drama*	Saturday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 58 CBS stations ORIGINATES: KNX	All Products *Ruthrauff & Ryan, Inc.*
PABST SALES CO. *(140th Week on CBS)* **+Danny Kaye Show** *Comedy variety*	Friday 10:30–11:00 p.m. 147 CBS stations ORIGINATES: WABC	Pabst Blue Ribbon Beer *Warwick & Legler, Inc*
THE PARKER PEN CO. *(179th Week on CBS)* **Ned Calmer and the News**	Sat., Sun. 8:55–9:00 p.m. 139 CBS stations ORIGINATES: WABC	Pens, Pencils Quink *J. Walter Thompson Co.*

+Program or client not listed in Autumn Program Book

SPONSOR AND PROGRAM	TIME	PRODUCT AND AGENCY
PET MILK SALES CORPORATION *(628th Week on CBS)* **Saturday Night Serenade** Bill Perry, tenor; Jessica Dragonette, soprano; Warren Sweeney, Gustave Haenschen's Orchestra and Chorus *Music*	Saturday 9:45–10:15 p.m. 70 CBS stations ORIGINATES: WABC	400-D Pet Milk *Gardner Advertising Company*
Mary Lee Taylor Home Economist *Talks*	Saturday 10:30–11:00 a.m. *Rebroadcast* *2:00–2:30 p.m.* 125 CBS stations ORIGINATES: KMOX	
CHARLES H. PHILLIPS CHEMICAL CO. *(420th Week on CBS)* **Amanda** *Serial drama*	Mon. thru Fri. 11:00–11:15 a.m. 40 CBS stations ORIGINATES: WABC	Phillips Toothpaste, Energine, Phillips Milk of Magnesia Tablets *Dancer-Fitzgerald-Sample, Inc.*
PHILIP MORRIS & COMPANY, LTD., INC. *(486th Week on CBS)* **Crime Doctor** *Mystery drama*	Sunday 8:30–8:55 p.m. *Rebroadcast* *11:00–11:25 p.m.* 138 CBS stations ORIGINATES: WABC	Philip Morris Cigarettes *The Biow Co., Inc.*
It Pays To Be Ignorant *Comedy*	Friday 9:00–9:30 p.m. *Rebroadcast* *11:30 p.m.–12 mid.* 138 CBS stations ORIGINATES: WABC	
PILLSBURY MILLS, INC. *(377th Week on CBS)* **Grand Central Station** *Drama*	Saturday 1:00–1:30 p.m. 125 CBS stations ORIGINATES: WABC	All Products *McCann-Erickson, Inc.*
PRINCE MATCHABELLI, INC. *(38th Week on CBS)* **The Stradivari Orchestra** *Music*	Sunday 2:00–2:30 p.m. 140 CBS stations ORIGINATES: WABC	Perfumes and Cosmetics *Morse International, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
THE PROCTER & GAMBLE CO. *(579th Week on CBS)*		
Road of Life *Serial drama*	Mon. thru Fri. 1:45–2:00 p.m. 76 CBS stations ORIGINATES: WABC	Duz *Compton Advertising, Inc.*
The Jack Kirkwood Show *Variety* *or* **Mommie and the Men** *Comedy variety*	Mon. thru Fri. 7:00–7:15 p.m. *Rebroadcast 11:00–11:15 p.m.* 78 CBS stations ORIGINATES: KNX AND WABC	Ivory Soap *Compton Advertising, Inc.*
Vic and Sade *Serial drama* *or* **The Jack Smith Show** *Songs*	Mon. thru Fri. 7:15–7:30 p.m. *Rebroadcast 11:15–11:30 p.m.* 71 CBS stations ORIGINATES: WABC & WBBM	Oxydol *Dancer-Fitzgerald-Sample, Inc.*
Life Can Be Beautiful *Serial drama*	Mon. thru Fri. 1:00–1:15 p.m. 67 CBS stations ORIGINATES: WABC	Ivory Soap *Compton Advertising, Inc.*
Ma Perkins *Serial drama*	Mon. thru Fri. 1:15–1:30 p.m. 73 CBS stations ORIGINATES: WBBM	Oxydol *Dancer-Fitzgerald-Sample, Inc.*
Young Dr. Malone *Serial drama*	Mon. thru Fri. 1:30–1:45 p.m. 43 CBS stations ORIGINATES: WABC	Crisco *Compton Advertising, Inc.*
Rosemary *Serial drama*	Mon. thru Fri. 2:30–2:45 p.m. 52 CBS stations ORIGINATES: WABC	Ivory Snow *Benton & Bowles, Inc.*
F.B.I. in Peace and War *Drama*	Thursday 8:30–8:55 p.m. *Rebroadcast 11:30–11:55 p.m.* 84 CBS stations ORIGINATES: WABC	Lava Soap *The Biow Co., Inc.*
Perry Mason *Serial drama*	Mon. thru Fri. 2:15–2:30 p.m. 79 CBS stations ORIGINATES: WABC	Spic & Span, Camay, Dreft *Dancer, Fitzgerald-Sample, Inc.* *Pedlar & Ryan, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
PRUDENTIAL INSURANCE COMPANY OF AMERICA *(339th Week on CBS)* **Prudential Family Hour** with Patrice Munsel, Jack Smith, Earl Wrightson, Al Goodman's Orchestra, and chorus *Music*	Sunday 5:00–5:30 p.m. 125 CBS stations ORIGINATES: WABC	Insurance Services *Benton & Bowles, Inc.*
THE QUAKER OATS COMPANY *(210th Week on CBS)* **Those Websters** *Comedy drama*	Friday 9:30–10:00 p.m. 140 CBS stations 27 CBC stations ORIGINATES: WBBM	Quaker Oats *Ruthrauff & Ryan, Inc.*
R. J. REYNOLDS TOBACCO COMPANY *(656th Week on CBS)* **Thanks to the Yanks** with Bob Hawk *Quiz*	Monday 7:30–8:00 p.m. *Rebroadcast* *10:30–11:00 p.m.* 147 CBS stations ORIGINATES: WABC	Camel Cigarettes, Prince Albert Smoking Tobacco *William Esty & Co., Inc.*
ROMA WINE CO., INC. *(143rd Week on CBS)* **Suspense** *Mystery drama*	Thursday 8:00–8:30 p.m. *Rebroadcast* *12 mid.–12:30 a.m.* 81 CBS stations ORIGINATES: KNX	Roma Wines *The Biow Co., Inc.*
+RONSON ART METAL WORKS, INC. Special Holiday Musical-dramatic program	Tuesday, Dec. 25 3:30–4:00 p.m. *(Cancel programs usually heard at this time)* 147 CBS stations ORIGINATES: WABC	Ronson Lighters *Cecil & Presbrey, Inc.*
SOUTHERN COTTON OIL CO. *(164th Week on CBS)* **+Try 'n Find Me** *Audience participation*	Mon. thru Fri. 3:00–3:15 p.m. 55 CBS stations ORIGINATES: WABC	Wesson Oil and Snowdrift *Kenyon & Eckhardt, Inc.*
E. R. SQUIBB & SONS *(282nd Week on CBS)* **Jimmy Carroll Sings** Squibb Chorus and Ted Dale and his orchestra *Music*	Mon., Wed., Fri. 6:15–6:30 p.m. 141 CBS stations ORIGINATES: WABC	Squibb Products *Geyer, Cornell & Newell, Inc.*

+Program or client not listed in Autumn Program Book

	CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
CBS SPONSORED PROGRAMS	**THE TEXAS COMPANY** *(417th Week on CBS)* **Texaco Star Theater** James Melton and Al Goodman's Orchestra and Guests *Variety*	Sunday 9:30–10:00 p.m. 147 CBS stations 27 CBC stations ORIGINATES: WABC	Texaco Products *Buchanan & Co., Inc.*
	+TEXTRON, INC. *(13th Week on CBS)* **+The Textron Theater** Starring Helen Hayes *Drama*	Saturday 7:00–7:30 p.m. 145 CBS stations ORIGINATES: WABC	Fabrics *J. Walter Thompson Co.*
	UNITED DRUG CO. *(35th Week on CBS)* **+Durante-Moore Show** *Comedy variety*	Friday 10:00–10:30 p.m. 147 CBS stations ORIGINATES: KNX	Drugs *N. W. Ayer & Sons, Inc.*
	UNITED STATES RUBBER CO. *(184th Week on CBS)* **New York Philharmonic-Symphony** *Music*	Sunday 3:00–4:30 p.m. 142 CBS stations ORIGINATES: WABC	Institutional *Campbell-Ewald Co., Inc.*
	J. B. WILLIAMS COMPANY *(104th Week on CBS)* **William L. Shirer** *News*	Sunday 5:45–6:00 p.m. 143 CBS stations ORIGINATES: WABC AND REMOTE	Williams Shaving Cream *J. Walter Thompson Co.*
	WM. WRIGLEY, JR., COMPANY *(702nd Week on CBS)* **+Island Venture** *Navy dramatic series*	Thursday 10:00–10:30 p.m. 142 CBS stations ORIGINATES: WBBM	Chewing Gum *Arthur Meyerhoff & Co.*
	Gene Autry Show *Musical*	Sunday 5:30–5:45 p.m. 143 CBS stations ORIGINATES: KNX	Chewing Gum *Ruthrauff & Ryan, Inc.*
COLUMBIA PACIFIC NETWORK SPONSORED PROGRAMS *(All times are Pacific Standard time)*	**+BARRON GRAY PACKING CO.** *(7th Week on CBS)* **+Ona Munson in Hollywood** *Hollywood gossip*	Friday 9:55–10:00 p.m. ORIGINATES: KNX	Here's Health Vegetable Juice *Long Advertising Service*

+Program or client not listed in Autumn Program Book

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
BEKINS VAN AND STORAGE CO. *(219th Week on CBS)* **+Harry W. Flannery** *News analysis*	Mon., Wed., Fri. 5:30–5:45 p.m. ORIGINATES: KNX	Moving and Storage *Brooks Advertising Agency*
+CAMPBELL SOUP CO. *(573rd Week on CBS)* **+Carroll Alcott** *News*	Mon.. Tues., Wed., Thurs., Sat. 8:55–9:00 p.m. ORIGINATES: KNX	All Products *Ward Wheelock Co.*
+CHEMICALS, INC. *(70th Week on CBS)* **Don't You Believe It** *Narrative drama*	Saturday 9:45–10:00 p.m. ORIGINATES: KNX	Vano Household Chemical *Garfield & Guild*
COLONIAL DAMES, INC. *(310th Week on CBS)* **Song of the Week** *Music* **Meet The Missus** *Participation quiz*	Sunday 8:25–8:30 p.m. ORIGINATES: KNX Tuesday 2:30–2:45 p.m. ORIGINATES: KNX	Cosmetics *Abbott Kimball Co., Inc.*
DAY & NIGHT MANUFACTURING CO. *(61st Week on CBS)* **Dave Vaile** *News*	Saturday 3:55–4:00 p.m. ORIGINATES: KNX	Water Heaters & Equipment *Hixson-O'Donnell Adv. Inc.*
P. DUFF & SONS, INC. *(114th Week on CBS)* **Meet The Missus** *Participation quiz*	Mon., Wed., Fri. 2:45–3:00 p.m. ORIGINATES: KNX	Ready-To-Bake Mixes *W. Earl Bothwell Advertising Agency*
EDISON BROTHERS STORES *(33rd Week on CBS)* **Meet The Missus** *Participation quiz*	Thursday 2:30–2:45 p.m. ORIGINATES: KNX	Shoes *Adolph Wendland*

+Program or client not listed in Autumn Program Book

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
GENERAL PETROLEUM CORP. OF CALIFORNIA *(122nd Week on CBS)* **Hollywood Preview** with Otto Kruger *Drama*	Tuesday 7:30–8:00 p.m. ORIGINATES: KNX	All Products *Smith & Drum, Inc.*
+GUITTARD CHOCOLATE CO. *(5th Week on CBS)* **That's A Good Idea** *Drama*	Saturday 6:30–6:45 p.m. ORIGINATES: KNX	Chocolate and Chocolate Products *Garfield & Guild*
+R. M. HOLLINGSHEAD CORP. *(16th Week on CBS)* **Meet The Missus** *Participation quiz*	Thursday 2:45–3:00 p.m. ORIGINATES: KNX	Polishes *Aitkin-Kynett Co.*
KELITE PRODUCTS, INC. *(57th Week on CBS)* **+Chet Huntley** *News analysis*	Saturday 7:45–8:00 a.m. ORIGINATES: KQW	"Kenu" Chemical, Household Cleaner *Little & Co.*
+LYON VAN & STORAGE CO. *(2nd Week on CBS)* **Meet The Missus** *Participation quiz*	Monday 2:30–2:45 p.m. ORIGINATES: KNX	Moving and Storage Services *Batten, Barton, Durstine, & Osborn, Inc.*
MANHATTAN SOAP CO. *(250th Week on CBS)* **+Dick Cutting** *News*	Mon., Wed., Fri. 7:30–7:45 a.m. ORIGINATES: KNX	Sweetheart Soap *Duane Jones Co.*
+S. A. MOFFATT CO. *(9th Week on CBS)* **Meet The Missus** *Participation quiz*	Friday 2:30–2:45 p.m. ORIGINATES: KNX	Polar Brand Frosted Foods *Honig-Cooper Co.*

+Program or client not listed in Autumn Program Book

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
PETER PAUL, INC. *(268th Week on CBS)* **Truman Bradley** *News*	Mon., Wed., Fri. 5:45–5:55 p.m. ORIGINATES: KNX	Mounds, Ten Crown Activated Charcoal Gum, Walnettos *Brisacher, Van Norden & Staff*
PLANTERS NUT AND CHOCOLATE COMPANY *(266th Week on CBS)* **Nelson Pringle** *News analysis*	Tues., Thurs., Sat. 5:30–5:45 p.m. ORIGINATES: KQW	All Products *Raymond R. Morgan Agency*
+S. & W. FINE FOODS, INC. *(10th Week on CBS)* **Knox Manning Reports** *News*	Mon. thru Fri. 5:00–5:15 p.m. ORIGINATES: KNX	Foods and Coffee *Brisacher, Van Norden & Staff*
SIGNAL OIL COMPANY *(129th Week on CBS)* **The Whistler** *Mystery drama*	Monday 9:00–9:30 p.m. ORIGINATES: KNX	All Products *Barton A. Stebbins Advertising Agency*
SOIL OFF MANUFACTURING COMPANY *(252nd Week on CBS)* **Truman Bradley** *News*	Tues., Thurs., Sat. 5:45–5:55 p.m. ORIGINATES: KNX	"Soil Off" for all painted surfaces *Ruthrauff & Ryan, Inc.*
+UNION OIL COMPANY OF CALIFORNIA *(121st Week on CBS)* **Nelson Pringle** *News analysis*	Mon. thru Fri. 7:45–8:00 a.m. ORIGINATES: KNX	Gas and Oil *Foote, Cone and Belding*
+VICK CHEMICAL CO. *(215th Week on CBS)* **Dick Cutting** *News*	Tues., Thurs., Sat. 7:30–7:45 a.m. ORIGINATES: KNX	All Products *Morse International, Inc.*

+Program or client not listed in Autumn Program Book

	CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
COLUMBIA PACIFIC NETWORK *Continued*	+WASHINGTON COOPERATIVE EGG & POULTRY ASSOCIATION *(44th Week on CBS)* **Meet The Missus** *Participation quiz*	Wednesday 2:30–2:45 p.m. ORIGINATES: KNX	Lynden Foods *Pacific National Advertising Association*
COLUMBIA CALIFORNIA NETWORK	FERRY-MORSE SEED CO. *(35th Week on CBS)* **+Time for Holly Langley**	Friday 4:30–4:45 p.m. ORIGINATES: KQW	Seeds *MacManus, John & Adams, Inc.*
	+McMAHAN FURNITURE STORES *(17th Week on CBS)* **Knox Manning** *News*	Mon. thru Fri. 12:15–12:30 p.m. ORIGINATES: KNX	Housefurnishings *M-C-M Adv. Agency*
	+NEWELL GUTRADT CO. **Meet The Missus** *Participation quiz*	Saturday 1:30–2:00 p.m. ORIGINATES: KNX	Soap *Garfield & Guild*
	+SAFEWAY STORES, INC. *(59th Week on CBS)* **Money on the Line** *Quiz*	Sunday 3:30–4:00 p.m. ORIGINATES: KNX	Sunnybank Margarine *McCann-Erickson, Inc.*
	YELLOW CAB CO. *(87th Week on CBS)* **The Story Teller** *Narration*	Saturday 7:45–8:00 p.m. ORIGINATES: KQW	Cab Service *Rhoades & Davis*

+Program or client not listed in Autumn Program Book

CBS SUSTAINING PROGRAMS

are chosen because they are *timely, exciting* and *balanced*. These three standards of selection produce a diverse, flexible program schedule, carefully designed to win and retain the interest of millions of listeners. To maintain its flexibility—to continue to present the most highly contemporary and most stimulating sustaining programs on the air—Columbia finds it necessary from time to time to alter some details in its schedule. These day-to-day and even hour-to-hour changes are reported, when possible, in local newspaper radio listings.

For your convenience, the Columbia sustaining programs listed on the following pages are grouped in these classifications:

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CBS TELEVISION . . . . . *Page 33*

PROGRAM AND TIME	DESCRIPTION
News Broadcasts 8:00–8:15 a.m. MONDAY THRU SATURDAY 9:00–9:15 a.m. 11:00–11:10 p.m. SUNDAY THRU SATURDAY 4:25–4:30 p.m. MONDAY THRU FRIDAY	Columbia's reporters in foreign capitals, in New York and in Washington, cover the vast panorama of economic and political peace developments, so dovetailed with sponsored news programs as to afford frequent reports throughout the day.
News Summaries 1:00 a.m. SUNDAY THRU SATURDAY 6:00–6:15 p.m. MONDAY THRU SATURDAY EXCEPT THURSDAY **World Today** 6:45–7:00 p.m. MONDAY THRU SATURDAY	Edward R. Murrow and Charles Shaw report from London; Douglas Edwards and Don Pryor from Paris; Howard K. Smith from Berlin; Winston Burdett from the Mediterranean; Farnsworth Fowle from Moscow; William J. Dunn from Tokyo; John Adams from the Philippines; George Moorad from Shanghai; Glen Akins from Chungking; William L. Shirer, Quincy Howe, Major George Fielding Eliot, Eric Sevareid, Larry Lesueur, Robert Trout, Ned Calmer, John Daly, Bill Slocum, Jr., Allan Jackson, Harry Marble, and Harry Clark from New York; Bill Henry, Joseph C. Harsch, Cliff Allen, Bob Evans, Joe McCaffrey, Tris Coffin and Bill Downs from Washington. (Currently on leave: Richard C. Hottelet, Charles Collingwood, and Webley Edwards.)
News Analyses 11:10–11:15 p.m. SUNDAY THRU SATURDAY	William L. Shirer Robert Trout Major George Fielding Eliot Quincy Howe Ned Calmer Bill Henry Joseph C. Harsch (See also sponsored news programs)
Report from Washington 11:15–11:30 p.m. EACH SUNDAY	From Columbia's news bureau in Washington, one of Columbia's ace reporters will present an informal weekly summary of diplomatic, political and legislative trends.

CURRENT AFFAIRS

Feature Story
4:45–5:00 p.m.
MONDAY THRU FRIDAY

Members of CBS' world-wide staff of news correspondents bring to the microphone the many human interest stories that lie under the surface of the latest economic and political events and usually miss being told.

Assignment Home
3:00–3:30 p.m.
EACH SATURDAY

In collaboration with the U.S. Veterans' Administration, CBS produces this series of programs dramatizing the reactions of demobilized servicemen to civilian life. The final five minutes of the program present a picture of the returned veteran in terms of his own community and its specific conditions.

Transatlantic Call: People to People
12:30–1:00 p.m.
EACH SUNDAY

On alternate Sundays the British Broadcasting Corporation and the Columbia Broadcasting System shake hands across the ocean. In this half hour program, British and American audiences are presented with a picture of the national characteristics and attitudes of the two countries. The audiences of the two nations learn to know each other and to understand the differences and appreciate the similarities of customs and behavior.

Problems of the Peace
1:30–1:45 p.m.
EACH SUNDAY

Lyman Bryson, CBS Director of Postwar Studies and Educational Broadcasts, and Professor of Education at Columbia University, gives this series of weekly talks designed to enlighten the public on questions of national and international postwar reconstruction. The series comprises a factual, comprehensive discussion of the important issues of the day as they arise.

SERIOUS MUSIC

Eileen Farrell
6:30–6:45 p.m.
MONDAY, WEDNESDAY AND FRIDAY

The gifted CBS soprano sings selections of classical songs and arias. She is accompanied on Mondays by Frederick Bristol at the piano, and on Wednesdays and Fridays by the Columbia Concert Orchestra under the direction of Bernard Herrmann.

Evelyn Pasen 6:30–6:45 p.m. EACH TUESDAY	Concert songs and operatic arias are interpreted by the 20-year-old mezzo-soprano, Evelyn Pasen, accompanied by the Columbia Concert Orchestra under Bernard Herrmann.
Invitation to Music 11:30–12:00 midnight EACH WEDNESDAY	Distinguished soloists with the Columbia Broadcasting Symphony give new emphasis to the comparatively unfamiliar but nevertheless important works of the great composers. Guest artists will include: Igor Stravinsky, composer-conductor, and Sir Thomas Beecham conducting the first American performance of *Idyll* by Frederick Delius.
Encore Appearance 6:30–6:45 p.m. EACH THURSDAY	Singers who have manifested outstanding talent on Columbia's *New Voices in Song* appear again, before a nighttime audience, accompanied by the Columbia Concert Orchestra under Bernard Herrmann.
Philadelphia Orchestra 5:00–6:00 p.m. EACH SATURDAY	Under its musical director Eugene Ormandy and famous guest conductors, one of America's finest musical organizations presents a weekly program, with top-ranking soloists including the pianists Robert Casadesus and Rudolf Serkin.
CBS Presents Olin Downes 2:55–3:00 p.m. EACH SUNDAY	America's foremost music critic discusses newsworthy musical events, programs and personalities as a preface to the New York Philharmonic-Symphony broadcasts.
E. Power Biggs, Organist 9:15–9:45 a.m. EACH SUNDAY	Playing in the Germanic Museum at Harvard University, he will be joined by members of the Boston Symphony Orchestra to perform works for organ and various instrumental combinations.

SERIOUS MUSIC

New Voices in Song
9:45–10:00 a.m.
EACH SUNDAY

These programs are designed to offer broadcast opportunities to young American singers who CBS feels have exceptional promise. The singers are selected from the many young aspirants auditioned by the Columbia Broadcasting System.

Salt Lake Tabernacle Choir and Organ
12 noon–12:30 p.m.
EACH SUNDAY

J. Spencer Cornwall, assisted by Richard P. Condie, conducts the Tabernacle Choir in this oldest consecutively presented radio series. Organists are Alexander Schreiner and Dr. Frank Asper. The "Spoken Word" is by Richard Evans.

LIGHT MUSIC

Dance Orchestra
VARIOUS HOURS

Every night—and often during the day—Columbia broadcasts the music of the ranking dance orchestras from all over the country. Throughout the week, CBS audiences can hear:

COUNT BASIE
LES BROWN
HENRY BUSSE
FRANKIE CARLE
JIMMY DORSEY
TOMMY DORSEY
DUKE ELLINGTON
SHEP FIELDS
CHUCK FOSTER
BENNY GOODMAN
GLEN GRAY
WOODY HERMAN
HARRY JAMES
SAMMY KAYE
STAN KENTON
GENE KRUPA
ELLIOT LAWRENCE
JOHNNY LONG
FRANKIE MASTERS
HAL MCINTYRE
VAUGHN MONROE
ART MOONEY
GEORGE OLSEN
TONY PASTOR
GEORGE PAXTON
LOUIS PRIMA
ARTIE SHAW
CHARLIE SPIVAK
TOMMY TUCKER

Sing Along Club
3:30–4:00 p.m.
MONDAY THRU FRIDAY

The Landt Trio offers its listeners a light-hearted, fast-paced program inviting them to join in singing their favorite songs. A daily musical quiz and the unique style of Carol Ames' voice round out a half hour of delightful entertainment.

PROGRAM AND TIME	DESCRIPTION
Gordon MacRae 4:30–4:45 p.m. MONDAY THRU FRIDAY	Still in his twenties, Columbia's romantic baritone has been in radio since he was 14—has also sung with Horace Heidt, appeared in *Junior Miss* and served in the army troop carrier command.
Coffee Club 8:30–9:00 a.m. MONDAY THRU FRIDAY	From Boston comes this program of sparkle and pleasantries to start the day. Songs by Gloria Carroll and Gene Jones and smooth music by Frank Bell and his Java Jivers. Bill Mezger is M.C.
Danny O'Neil and His Guests 11:30–12:00 p.m. EACH MONDAY	Romantic tenor Danny O'Neil invites well-known singing guests to share his half-hour of popular hits and ballads. He is also heard on *Powder Box Theatre*, Thursdays at 10:30 p.m.
Patti Clayton 6:15–6:30 p.m. EACH THURSDAY	Almost unknown seven months ago, Patti Clayton made her mark on the Arthur Godfrey program, where she's still singing at 9:15–9:45 a.m. Monday through Friday. Archie Bleyer conducts the orchestra on her Thursday program of popular ballads.
Viva America! 11:30–12:00 p.m. EACH FRIDAY	An entertaining musical review broadcast simultaneously in U.S., Latin America, and throughout other parts of the world, highlights the colorful and authentic rhythms of all the Americas. Vera Holly, North American song stylist, and various Pan-American artists add their talent to a colorful "good neighbor show."
Bluejacket Choir 11:05–11:30 a.m. EACH SUNDAY	The Great Lakes Naval Training Station choir of singing sailors offers selections of hymns, anthems, and ballads, followed by the Navy Negro Octet in selections of noted spirituals.

Time to Remember
3:00–3:15 p.m.
MONDAY THRU FRIDAY

Milton Bacon draws from his rich fund of regional legends and true stories collected after many years of travel into every state of the union. Many of the stories are dramatized in this unique program of American folklore.

Michael Scott Presents
3:15–3:30 p.m.
MONDAY THRU FRIDAY

Michael Scott relates a condensed version of some of the world's great novels. The narratives are supplemented with dramatizations of particular episodes.

Cimarron Tavern
5:30–5:45 p.m.
MONDAY THRU FRIDAY

The color and high adventure that marked the opening of America's southwest are recreated. The thrilling escapades of early settlers, and the pageantry of the past make the story of the Cimarron country as exciting as if it happened today.

The Sparrow and The Hawk
5:45–6:00 p.m.
MONDAY THRU FRIDAY

The "Sparrow" is a 16-year-old aviator. His uncle, the "Hawk", is a former Lt. Col. of the AAF. They take on assignments which lead to adventure high in the sky as they work together in the exciting development of civilian aviation.

It's Maritime
11:30–12:00 p.m.
EACH TUESDAY

Unsolved mysteries of the sea and what might have happened, told in narrative and drama, with sea chanties by Tom Glazer and music by the Merchant Marine orchestra.

Crime Photographer
10:30–11:00 p.m.
EACH MONDAY

The weekly adventure of Casey, an inquisitive newspaper photographer, and a girl reporter tracking down crime in a big city is packed with sophisticated humor and excitement. It's a complete mystery story with all the trimmings.

	PROGRAM AND TIME	DESCRIPTION
LIGHT ENTERTAINMENT	**Arthur Godfrey** 9:15–10:00 a.m. MONDAY THRU FRIDAY	Fred Allen calls him "the Huckleberry Finn of radio." Godfrey presides as master of ceremonies over his own musical and variety show. His banter and contagious chuckling are accompanied by an orchestra, chorus and two vocalists.
	Behind the Scenes at CBS 10:45–11:00 p.m. EACH TUESDAY	This program spotlights the colorful personalities of radio's star performers and recounts the drama, excitement and techniques of CBS broadcasting activities.
EDUCATIONAL PROGRAMS	**The American School of the Air** 5:00–5:30 p.m. MONDAY THRU FRIDAY	Now in its sixteenth year at a new broadcast time to make it available to a still larger audience, this program is a valuable supplement to school work as well as excellent recreational listening. Presented under the guidance of leading educational organizations, it provides young and old with a knowledge of history, music, science, current and postwar problems and literature. MONDAY—Story of America TUESDAY—Gateways to Music WEDNESDAY—March of Science THURSDAY—This Living World FRIDAY—Tales From Far and Near
	The Garden Gate 9:15–9:30 a.m. EACH SATURDAY	From WLAC, Nashville, the nationally known horticultural expert, Tom Williams, answers a multitude of queries from listeners all over the country on gardening. "The Old Dirt Dobber" announces the award of the "Green Thumb" to the outstanding gardener-of-the-week.
	Columbia's Country Journal 9:30–10:00 a.m. EACH SATURDAY	The farmer's postwar role and his daily problems form the weekly theme of Charles ("Chuck") Worcester's "radio farm magazine." Originating in Washington for national farm news, it frequently switches to various farm regions of the country highlighting local problems. Occasional reports from abroad and native folk music are regular features.

EDUCATIONAL PROGRAMS

Of Men and Books
2:00–2:15 p.m.
EACH SATURDAY

On this popular series now in its seventh year on CBS, John Mason Brown, associate editor and drama critic of the *Saturday Review of Literature*, discusses the latest books and their authors.

Adventures in Science
2:15–2:30 p.m.
EACH SATURDAY

Watson Davis, Director of Science Service, brings to the microphone prominent guest scientists who explain recent discoveries in industry and medicine and the startling scientific progress made during the war years.

The People's Platform
6:15–6:45 p.m.
EACH SATURDAY

The vital issues of today are analyzed weekly on this program, one of radio's most interesting forums. Four eminent guests and Lyman Bryson, CBS Director of Education, who acts as moderator, gather informally for these sessions.

Invitation to Learning
11:30–12 noon
EACH SUNDAY

Distinguished scholars, authors and critics meet informally on this series to discuss the outstanding classics of world literature. Nearly three hundred books have been analyzed on this program, which is now in its sixth year on the air.

RELIGIOUS BROADCASTS

Church of the Air
10:00–10:30 a.m.
1:00–1:30 p.m.
EACH SUNDAY

In its 15th consecutive year, the pulpit of Columbia's *Church of the Air* continues to be impartially available, twice each Sunday, to America's religious faiths.

Wings Over Jordan
10:30–11:00 a.m.
EACH SUNDAY

In February the Wings Over Jordan Chorus returns from an overseas USO trip. Meanwhile the Fisk University Choir and other famous Negro choirs are heard in programs of spirituals and choral music.

PROGRAM AND TIME	DESCRIPTION
SPECIAL CBS SHORTWAVE BROADCASTS TO LATIN AMERICA *CBS transmits on* *WCBX, New York* *WCRC, New York* *WCBN, New York* **News, News Features and Entertainment Beamed to The Network of the Americas** In: SPANISH PORTUGUESE	From 4:00 p.m. till 1:00 a.m. the following morning Columbia programs are beamed to all Latin America in both Spanish and Portuguese. News, cultural and sports features are emphasized; musical and dramatic shows, many of which are rebroadcast on standard wave by Columbia's 109 affiliated stations in Latin America, round out the entertainment schedule.
SPECIAL CBS SHORTWAVE BROADCASTS TO EUROPE AND THE EAST *CBS transmits on* *WCBX, New York* *WCRC, New York* *WCDA, New York* *WOOC, New York* *WOOW, New York* *WCBN, New York* **News, News Features and Entertainment Beamed Overseas** In: ENGLISH FRENCH ITALIAN GERMAN POLISH SERBO-CROATIAN DUTCH CZECH	News in eight languages—plus more than 2¾ hours of entertainment for American troops abroad is directed seven days a week to Europe, Africa, the Near East and Asia by the CBS Shortwave Department. Daily programs are retransmitted by *Radio Luxembourg, Radio Bari, Radio Rome, Radio Naples, Radio Palermo, Radio Florence, The Voice of America in North Africa* (formerly known as *Radio Algiers)* and *The United Nations' Network.* For more than a year, CBS has been operating at Delano, California the two new 50 kw. transmitters (KCBA and KCBF) and also the giant 200 kw. transmitter, KCBR, all equipped with a system of highly directional antennas. These transmitters provide a West Coast originating base for programs serving our troops and our allies in the Pacific and in carrying out the program of the occupation of Japan and the former Japanese-held territories. Languages used on the West Coast transmissions include Chinese, Japanese, Korean, Malayan, Dutch and English.

SPECIAL BROADCASTS: FALL, 1945

Listed here are a representative group of special CBS broadcasts under two general categories:

1. Sustaining broadcasts of distinctive program value.
2. Programs of public significance arranged by the CBS Talks Department.

These broadcasts are scheduled on a week to week, day to day, and even, on occasion, hour to hour basis. This flexibility helps to sharpen the broadcasts from the point of view of public service and timeliness.

NOTABLE BROADCASTS:

AUGUST 10 to AUGUST 14. During history's most concentrated climax, CBS, with full co-operation from its clients, gave network priority to news of Japan's surrender. During 112 hours, CBS broadcast 77 times from 10 foreign points, London to Chungking. 514 separate news reports and analyses by 32 CBS correspondents and analysts went on the air.

SEPTEMBER 16. *Stars in the Afternoon*. For 90 minutes starting at 3 p.m. EST. CBS spread before America a brilliant "showcase" of stars and music as a sample of its fall and winter program feast on the network. Under Norman Corwin's direction, some 28 radio stars, a 75-piece orchestra and 4 musical directors took part. Carnegie Hall in New York was filled to capacity to watch the broadcast.

SEPTEMBER 23. From the CBS Vine Street Playhouse in Hollywood the second act of *Stars in the Afternoon* was broadcast at 3 p.m. EST, again inviting the nation to a brilliant radio season by spotlighting the CBS programs originating in Hollywood. William N. Robson directed, with the Screen Guild Orchestra and 34 famous stars of screen and radio.

OCTOBER 26. From 6:30 a.m. to 12:00 midnight October 28, CBS devoted 10½ hours to tributes to the U. S. Navy, highlighted by a full hour program from Hollywood featuring EDWARD G. ROBINSON, JOHN GARFIELD, RONALD REAGAN, PAT O'BRIEN and other stars in a pageant of dramatic moments in the war.

NOVEMBER 4 to 10. National Radio Week marked radio's 25th anniversary. CBS devoted 11½ hours of sustaining programs to commemorating the industry's first quarter-century. Highlights were NORMAN CORWIN'S "Seems Radio Is Here to Stay," first broadcast on April 24, 1939, now brought up to date. NOVEMBER 10 at 10:45 p.m. EST Herbert C. Hoover paid tribute to radio's service to the people of the U. S.

TALKS:

AUGUST 7: ROBERT D. POTTER, Science Editor of the *American Weekly*, discussed "The Future of the Atomic Bomb." Mr. Potter, a physicist, was working at Carnegie Institute when the atom was first smashed: 11:15-11:30 p.m. EST.

AUGUST 11: "Coldest Winter Coming." SENATOR HARLEY M. KILGORE, Democrat of West Virginia, discussed domestic problems in getting fuel to Europe: 10:45-11 p.m. EST.

AUGUST 17: From London, CBS broadcast an interview between ED MURROW and HERBERT MORRISON, Lord President of the Council and former member of the British Inner War Cabinet under Prime Minister Churchill: 5:30-5:45 p.m. EST.

AUGUST 18: From Montreal, DR. EDWARD WARNER, Vice-Chairman of the Civil Aeronautics Board and former Assistant Secretary of the Navy for Aeronautics, talked on "World Civil Aviation": 10:45-11 p.m. EST.

AUGUST 19: MRS. FRANKLIN D. ROOSEVELT spoke on the Day of Prayer, proclaimed by President Truman: 2:55-3 p.m. EST.

AUGUST 21: REPRESENTATIVE ANTON J. JOHNSON, Republican of Illinois, discussed "Agricultural Reconversion": 10:30-10:45 p.m. EST.

AUGUST 25: In his first broadcast after his appointment as Director of the Office of War Mobilization and Reconversion, JOHN W. SNYDER discussed America's No. 1 problem: 10:45-11 p.m. EST.

AUGUST 25: MRS. LAFELL DICKINSON, President, General Federation of Women's Clubs; MRS. GEORGE HOWARD, Chairman of Radio, National Society, DAR; MRS. HARPER SIBLEY, President, United Council of Church Women, talked in connection with the 25th anniversary of the 19th Amendment to the Constitution, which gave the vote to women: 3:30-3:45 p.m. EST.

AUGUST 27: GENERAL CHARLES DE GAULLE spoke from the official welcome given him by the City of Chicago: 11:15-11:30 p.m. EST.

SEPTEMBER 1: PHILIP MURRAY, President of the CIO, spoke on "Labor Day—Postwar": 10:45-11 p.m. EST.

SEPTEMBER 8: From Manila and Washington. On his birthday, PRESIDENT SERGIO OSMENA of the Philippine Commonwealth thanked America for his country's liberation. He was introduced by Secretary of the Interior Harold L. Ickes: 3:30-3:45 p.m. EST.

SEPTEMBER 10: MAJOR GENERAL LEWIS B. HERSHEY, Director of the Selective Service System, spoke on "Selective Service and the Veterans' Reemployment Rights": 11:15-11:30 p.m. EST.

SEPTEMBER 15: "Trusteeship of the Pacific Bases" was discussed by CLARK M. EICHELBERGER, Director, American Association for the United Nations, PROFESSOR ARTHUR N. HOLCOMBE of Harvard University and Representative ANDREW J. BIEMILLER, Democrat of Wisconsin: 10:45-11 p.m. EST.

SEPTEMBER 22: THE EARL OF HALIFAX, British Ambassador to Washington, on "Observations on the State of the British Empire": 10:45-11 p.m. EST.

OCTOBER 2: In his first broadcast since assuming the presidency of NAB, JUSTIN MILLER addressed the nation: 10:30-10:45 p.m. EST.

OCTOBER 5: A report on the first conference of the Council of Foreign Ministers was broadcast exclusively over CBS by Secretary of State JAMES F. BYRNES: 9:30-10 p.m. EST.

OCTOBER 6: JOHN FOSTER DULLES, advisor to Secretary Byrnes, spoke on the London conference of Foreign Ministers: 10:45-11 p.m. EST.

OCTOBER 16: Representative JOHN TABER, Republican of New York, discussed "Bottlenecks in Discharging Servicemen" on a CBS "Congress Speaks": 10:30-10:45 p.m. EST.

OCTOBER 18: MARGARET A. HICKEY, President, National Federation of Business and Professional Women's Clubs, Inc.; ELEANOR HERRICK, personnel director and labor consultant, *New York Herald Tribune;* JANE TODD, Deputy Commissioner, N.Y. State Dept. of Commerce, discussed "Jobs Enough To Go Around": 11:15-11:30 p.m. EST.

OCTOBER 27: "The Disorder of the World," a general survey of the problem of making peace after two world wars, was discussed by WALTER LIPPMANN, editor and author: 10:45-11 p.m. EST.

OCTOBER 31: Another of the broadcasts originating from the *Herald Tribune Forum* presented DR. VANNEVAR BUSH discussing "Science for World Service": 10-10:30 p.m. EST.

NOVEMBER 13: CLEMENT R. ATTLEE, Prime Minister of England, spoke on proposals for the control of atomic energy: 12:30-1:00 p.m. EST.

NOVEMBER 14: JOSEPH E. DAVIES spoke on "America and Russia Allied for Peace": 11:15-11:30 p.m. EST.

NOVEMBER 20: The problem of national housing was discussed by SENATOR ALLEN J. ELLENDER, Democrat of Louisiana, on "Congress Speaks": 10:30-10:45 p.m. EST.

CBS DEMONSTRATES FULL COLOR TELEVISION IN THE "RADAR" FREQUENCIES

Front Page News:

Television in Color Reported A Success in Tests Made Here

Special to THE NEW YORK TIMES.

WASHINGTON, Oct. 11—Achievement of a radio "miracle," the transmission of pictures in full color over the towering roofs of New York City, was disclosed today before the Federal Communications Commission when leaders in the broadcast field met to discuss rules and regulations proposed Oct. 3 for commercial television.

The revelation was made by Paul W. Kesten, executive vice president of the Columbia Broadcasting System, who said that only yesterday pictures in color were sent between the Chrysler Building Tower and the office of the Columbia Broadcasting System at Madison Avenue and Fifty-second Street.

Saying that CBS was not yet ready to show the public the "miracle" of these new pictures, Mr. Kesten, nevertheless, felt compelled to "break silence," and tell of the experiment.

Three weeks ago, he said, he saw the pictures in "magnificent color" in a laboratory over a closed circuit.

"Although nominally 525-line pictures, each completed picture contained 1575 imperceptible lines of beautifully detailed color—and the circuit was complete from the scanning device to the actual receiver," he stated. "Later on the same day I saw the same pictures actually broadcast, still in the laboratory, but with a transmitter at one end of the room and a receiver at the other. They were just as perfect as the closed circuit images.

"Only yesterday, Oct. 10, I saw these television pictures successfully broadcast across the crowded New York skyline and received many blocks away with superb clarity, demonstrating the actual use of the ultra high frequencies and the modulation of a ten megacycle video band—two of the things so many were so sure could not be done."

Looking Ahead to Great Future

The experts, comprising the group at the hearing, gathered with an eye to the day when television will be a country-wide fact.

System Devised by Goldmark

The CBS color system was developed by Dr. Peter C. Goldmark, director of engineering research for the network, and centers around use of a mechanically operated disk by means of which the colors are projected.

N.Y. TIMES, October 12, 1945

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CBS PROGRAM BOOK SUPPLEMENT • JANUARY 1, 1946

NEW CBS SPONSORED PROGRAMS

GENERAL MOTORS CORP. *(22nd Week on CBS)* **Hollywood Star Time** *Drama*	Sunday 2:30–3:00 p.m. 147 CBS stations ORIGINATES: KNX	Electric Refrigerators *Foote, Cone & Belding*
HALL BROS. CO. *(Begins January 13th)* **Reader's Digest—Radio Edition** *Drama*	Sunday 2:00–2:30 p.m. 147 CBS stations ORIGINATES: WABC	Hallmark Cards *Foote, Cone & Belding*

NEW CBS PACIFIC NETWORK PROGRAMS

INDUSTRIAL MANAGEMENT CORP. *(5th Week on CBS)* **Voice of the Moment** *Drama*	Saturday 5:00–5:15 p.m. ORIGINATES: KNX	Insect-O-Blitz *Lockwood-Shackelford Co.*

MONTHLY CORRECTIONS • CBS SPONSORED PROGRAMS

Page 8	**CURTISS CANDY COMPANY**	Change name of newscaster to Andre Baruch.
Page 9	**FORD MOTOR COMPANY**	Change origination point to KNX. Change program listing to "The Bob Crosby Show".
Page 9	**GENERAL FOODS CORPORATION**	Change program listing of "Two on a Clue" to "The Second Mrs. Burton."
Page 10	**JOHNSON AND JOHNSON**	Cancel series.
Page 11	**LEVER BROTHERS COMPANY**	Cancel rebroadcast time on "A Woman's Life."

CBS PROGRAM BOOK SUPPLEMENT • FEBRUARY 1, 1946

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NEW CBS SPONSORED PROGRAMS

FERRY-MORSE SEED CO. *(43rd Week on CBS)* **Garden Gate with Tom Williams** *Garden Talks*	Saturday 9:15-9:30 a.m. 141 CBS stations ORIGINATES: WLAC	Seeds *MacManus, John & Adams, Inc.*

NEW CBS PACIFIC NETWORK PROGRAMS

LOMA LINDA FOOD CO. *(3rd Week on CBS)* **Burritt Wheeler** *Commentary*	Mon., Wed., Fri. 12:30-12:45 p.m. ORIGINATES: KNX	Food Products *Elwood J. Robinson Adv. Agency*
WILCO CO. *(3rd Week on CBS)* **Burritt Wheeler** *Commentary*	Tues., Thurs. 12:30-12:45 p.m. ORIGINATES: KNX	Clearex, window cleaner Bif, insect spray *Elwood J. Robinson Adv. Agency*

MONTHLY CANCELLATIONS - CBS SPONSORED PROGRAMS

Page 4	**AMERICAN OIL COMPANY**	Cancel "CBS World News" Thurs. series.
Page 5	**BAYER COMPANY**	Cancel "Second Husband" series.
Page 5	**BORDEN CO.**	Change rebroadcast time of "The Ginny Simms Show" to 11:30-11:55 p.m. Cancel Hemo as product advertised on "County Fair."
Page 9	**GENERAL FOODS CORPORATION**	Change agency on "Kate Smith Sings" to Foote, Cone & Belding, Inc.

Page 13	PHILIP MORRIS & COMPANY, LTD. INC.	Cancel rebroadcast time on "It Pays To Be Ignorant."
Page 13	PRINCE MATCHABELLI, INC.	Cancel series.
Page 14	THE PROCTER & GAMBLE CO.	Cancel the "Vic & Sade" program.
Page 15	R. J. REYNOLDS TOBACCO CO.	Change program listing to "The Bob Hawk Show."
MONTHLY CORRECTIONS — CBS PACIFIC NETWORK PROGRAMS		
Page 17	CAMPBELL SOUP CO.	Change time to Monday thru Saturday.
Page 17	DAY & NIGHT MANUFACTURING CO.	Cancel series.
Page 17	EDISON BROTHERS STORES	Cancel series.
Page 18	GENERAL PETROLEUM CORP. OF CALIFORNIA	Change time to Saturday, 6:00–6:30 p.m.
Page 18	KELITE PRODUCTS, INC.	Add new program "Meet the Missus" participation quiz on Tuesday, 2:45–3:00 p.m.
Page 18	LYON VAN & STORAGE CO.	Program now Monday & Thursday.
Page 19	PETER PAUL, INC.	Change newscaster to Dick Cutting.
Page 19	PLANTERS NUT AND CHOCOLATE COMPANY	Change newscaster to Harry Flannery.
Page 19	S. & W. FINE FOODS, INC.	Cancel series.
Page 19	SOIL OFF MANUFACTURING COMPANY	Change newscaster to Dick Cutting.
MONTHLY CORRECTIONS — CBS CALIFORNIA NETWORK PROGRAMS		
Page 20	FERRY-MORSE SEED CO.	Change name "Holly" to "Rolly."

Page 10	**GULF OIL CORPORATION**	Change product listing to Gulf Oil Products.
Page 13	**CHARLES H. PHILLIPS CHEMICAL CO.**	Cancel series.
Page 13	**PHILIP MORRIS & COMPANY, LTD. INC.**	Change program listing of "It Pays To Be Ignorant" to "Holiday & Company."
MONTHLY CORRECTIONS - CBS PACIFIC NETWORK PROGRAMS		
Page 17	**COLONIAL DAMES, INC.**	Change time on "Meet The Missus" to 2:45-3:00 p.m.
Page 18	**GENERAL PETROLEUM CORP. OF CALIFORNIA**	Change newscaster to Knox Manning.

CBS Program Book
Supplement for January
to be tipped in here

CBS Program Book
Supplement for February
to be tipped in here

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